Here are some examples of types of customers/situations that give salespeople the opportunity to develop their personal trade:

1) Walk-ins who are shopping or browsing in the store. They may not make a purchase the first time they visit, but they're sure to remember excellent service.

2) Neighbors, friends, or relatives of salespeople because the rapport and personal relationship already exists, these individuals make excellent personal trade clients.

3) Business associates such as bank tellers, spouse's coworkers, teachers, etc., are all people who may enjoy and purchase items that **Sangster's** offers. Take pride in your employment, and act on every opportunity to build your personal trade.

4) Customers placing special orders or requesting items that we do not currently stock. These customers have already given the salesperson their name and phone number *and* a reason to contact them.

5) Customers returning an item. This customer has already chosen to shop in the store. Returns should be viewed as opportunities to rectify any dissatisfaction and satisfy the customer's needs more precisely.

6) Cheque and Credit Card sales. These transactions can provide you with the customer's name and address automatically. In addition to sending them a thank-you note for making a purchase, keep a record of their purchase and contact them when you come across information or a product that may interest them.

7) Referrals from other customers. A satisfied customer is a salesperson's best resource.

It is important to approach your prospective customer in a respectful, courteous, and informative manner. Depending on their personality, some people should be approached with a casual friendly manner, while others respond best to a no-frills serious approach. The only way to learn this skill is through practice and through the training process offered by Head Office and ongoing with your area representative.

It is important to learn as many details about each and every customer as you can remember, including name, purchasing patterns, age, medical history, and family history. With this ongoing process, the more you know the more personal and therefore effective your service will be.

It is also vital to remember the old rule "The Customer Is Always Right" in disputes over returns, broken packaging, or offensive behavior. You can politely and firmly try to convince them otherwise, but their value to you as a long-term customer is far higher than the satisfaction of being right.

When you are talking to the customer, constantly put yourself into his or her shoes and try to predict how they might feel at any given moment. As long as you are concentrating on what they want and what they are open to, then your influence over the customer will grow. This is due to the fact that you can concentrate on their desires and avoid their dislikes. This is a valuable skill which will only grow as you gain experience. It can also be applied any time you design a display or decide which products to order in; you not only consult your own opinion and that of your staff, you have to stop and think about the customers that you know well and consider what they would like.

Free Rewards Program

The Free Rewards Program was introduced to create loyalty with our customers. For every $100.00 a customer spends on regular priced supplements they receive a $10.00 credit to be applied to their next purchase. There is no expiry date and the computer program keeps track of the points accumulated.

Your computer program has been designed to take all the work out of administering this program. At the time of purchase, you would key in the customer's phone number and the computer will assign points to qualifying products.

After each purchase, the receipt will indicate to the customer:

(a) Points accumulated during the purchase
(b) Points accumulated in TOTAL

Be sure to have every customer fill in a Free Rewards Sign-up Form. This will give you their name, mailing address, and email address to be used for direct mail-outs and promotions at your location.

Our Privacy Policy to our customers:

Why are we asking for your mailing / email address?
Our mailing and email newsletters are permission based. If you receive a mailing from us, our records indicate that (a) you have expressly shared this address for the purpose of receiving information in the future ("opt-in"), or (b) you have registered or purchased or otherwise have an existing relationship with us. We respect your time and attention by controlling the frequency of our mailings.

How can you stop receiving email from us?
Each email sent contains an easy, automated way for you to cease receiving email from us. If you wish to do this, simply follow the unsubscribe link at the end of any email.

How we protect your privacy
We use appropriate security measures to protect against the loss, misuse and alteration of data used by our system. **We will not give out, sell or rent your personal information** with anyone without your advance permission or unless ordered by a court of law.

start earning
free rewards **today**

We make it as easy as 1-2-3

1.) Fill out the quick and easy registration below
2.) Hand your completed registration form to one of our staff
3.) You'll start earning free rewards with your very first purchase!

Sangter's Free Rewards Program Registration Form

Phone Number: ____________________
(This will be your Sangster's Account Number)

Customer Name ____________________

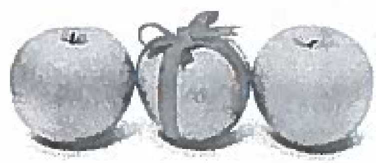
Address: ____________________

City: ____________ Province: ____ Postal Code: ______

Email Address: ____________________

SANGSTER'S
The natural choice for health
sangsters.com

earn **free** rewards
stay healthy ... earn points .. save money.



*Join our Free Rewards Program & **earn $10 in free product** for every $100 you buy - and it's free to join!*

SANGSTER'S
The natural choice for health
sangsters.com

Salespeople at **Sangster's** are encouraged to track their conversion rate daily. A salesperson's conversion rate indicates the number of customers they sold versus the number of customers they approached. Upon completion of serving each customer you approach, place a tally mark to represent one sales opportunity in the space beneath the appropriate day on the Conversion Rate Card.

Every customer you approach is considered an opportunity, whether they entered the store to make a purchase or not. For example, if a customer you approach happens to have entered your store in error (looking for a category of items you have never carried), they are *still* to be considered an opportunity. Each salesperson will encounter this situation occasionally making this an equitable system and some salespeople will manage to sell something to this type of customer.

CONVERSION RATE CARD							
Name				**Week Ending**		**Store**	
	Sunday	**Monday**	**Tuesday**	**Wednesday**	**Thursday**	**Friday**	**Saturday**
WINS	**Total** ______	**Total** ______	**Total** ______	**Total** ______	**Total** ______	**Total** ______	**Total** ______
WALKS	**Total** ______	**Total** ______	**Total** ______	**Total** ______	**Total** ______	**Total** ______	**Total** ______
Total (Wins + Walks)							
CONV. RATE% (Wins + Wins+Walks)	______%	______%	______%	______%	______%	______%	______%

At the end of each day, divide your number of "wins" customers you served who made purchases by the total number of customers you served. The two numbers to the right of the decimal point identify your conversion rate percentage.

Customer Requests for Merchandise

Sangster's constantly strives to provide customers with product selection that meets their needs and allows them to select quality merchandise within their price range. Actual sales figures are never indicative of sales that were lost. The Request Book is designed to enable each salesperson to assist **Sangster's** in providing a great selection of desirable merchandise. If a customer does not find the merchandise they wish to purchase at your store, fill in the information indicating the nature of their request, and the outcome of the attempted sale.

Give the store Manager or Franchisee these forms at the end of each week. They will be reviewed each month and do their utmost to provide the items deemed necessary to satisfy the needs of our customers and maintain the overall profitability of the store. Use this request book as well for rain cheques during the major sale months as a guide for follow up on what product and what customer to call.

Check off products as they come in and always follow up on phoning your customers if need be. Always review your request book before ordering.

<u>Helpful Advice:</u>

There are over 100,000 possible items available to you as Sangster's Retailers, and as a business owner it is up to you to decide what 2000 – 4000 products will sell the most. If a customer wants you to bring in a product for them, ask for a 50% deposit. If the customer really wants it, they will pay you, and if they are only enquiring, they will get upset.
If the customer is not willing to take on some risk, why should you as a business owner.

Section 7: Customer Service & Training — Policy No. 7.06
Holding Merchandise for Customers

Salespeople may place merchandise on hold for customers who intend to purchase for a period of two days without Manager's approval or have special ordered the product(s). Merchandise must be placed in the designated hold area and tagged. The hold tag must be filled out completely with the customer's name, telephone number, hold date, salesperson's name, and a brief description of the item(s) (See example below).

HOLD MERCHANDISE

DATE: 10/10

Simon Paige
CUSTOMER NAME / LAST, FIRST

519-555-7130
CUSTOMER TELEPHONE

Lynn
SALESPERSON NAME

ITEM DESCRIPTION:
Glucosamine 120's

Hold merchandise should be placed in the hold area in alphabetical order (by customer's last name). Hold merchandise picked up in the absence of the original salesperson must be rung on the original salesperson's number.

Each salesperson must check the hold area every day and any merchandise that has remained on hold for more than five (5) days must be placed back in stock. The customer must be contacted and alerted that their merchandise is due to be placed back in stock and should be picked up should they still desire to purchase it.

Merchandise placed on hold for a customer may not be sold to another customer during the allotted five (5) day period. If a customer requests an item that is out-of-stock except for the piece on hold, it is permissible to show the hold item to the customer so long as it is clearly explained that the item is not available for sale until the original customer has declined their option to purchase.

Sangster's employees are also allowed to place items on hold for two (2) days however they may not place more than four items on hold at one time.

SPECIAL ORDERS

If a customer wants an item that you don't carry, you can bring the product into the store especially for them. The customer will have to pay for the product up front and as soon as the product comes into the store, they will be called to come pick it up. If the customer really wants the product, they will not object to pay for the product ahead of time to bring it into the store. As a retailer, you can not assume all the risk for the products you typically do not carry. Our industry has over 100,000 potential items… and you can not carry them all at the same time. A guideline to follow would have the customer pay for half of the retail price of the product to cover the store's costs for bringing in the special product.

1. Explain the policy to the customer
2. Ring in the sale via a pre-paid transaction
3. Ensure you have the correct phone number/name and address from the customer

MAIL ORDERS ACCEPTED

- Enter all information on the Phone/Mail Order Form: Name, Address, Postal Code, phone number, Visa or M/C #, and Expiry Date and the products with product codes, etc.
- Ring sale into computer so you know what to charge the customer. Customer pays first, either by Visa or MasterCard. Also you must charge $7.50 to $10.00 for shipping and handling if the purchase is under $75.00. Press F3 in your POS and Select Shipping and Handling and enter price for shipping.
- Signature on Visa, M/C slip should be filled out by you to read "mail order by phone."
- Mail the order, prepaid by the store, and then do a **PAID OUT** in the POS for the expense with a copy of the Phone/Mail Order From and a copy of their Visa or MasterCard slip.
- Attach the mail order form to the daily sales.

PHONE PICK UP ORDERS

- At time of pick up, the customer MUST provide photo ID **and** the credit card used to purchase the phone order.

Mystery Shoppers

A sure way to monitor your store and get an impartial opinion about the way it is set up, the way you or an employee interacts with customers and the general incentive to purchase is to hire a mystery shopper. To check on your employees, simply pay a friend or family member who is unknown to the staff and visit the store while the employee is on duty and have them go through the purchasing process.

If you want to check yourself, get a friend, employee or family member to hire someone that you do not know to come in while you are on duty. For a few dollars or maybe some free product, you will be able to gauge your staff and see which areas of the business need improvement through the eyes of an impartial customer. This only needs to be done a few times a year so that you can keep your business growing and on track. Head Office may periodically hire a mystery shopper and forward the results to you.

Assisting Customers with Returns

Customer service goes beyond satisfying the customer's needs. It also includes satisfying customers who return to the store with a complaint about merchandise that may be defective or faulty. All interactions with customers, especially those that involve dissatisfied customers must be handled with as much enthusiasm and pleasantness as possible. In many cases, this type of customer service will make a bigger impression than the service provided when the sale was made.

Our goal at **Sangster's** is to strive for 100% customer satisfaction. We value all of our customers and cannot afford to lose even one. If you cannot satisfy a customer, please explain the situation to your Manager or Franchisee and give them the opportunity to make the customer happy.

You may request your Manager/Franchisee's assistance with returns that involve angry customers or merchandise that's been used, however it is beneficial to all store personnel to be aware of *how* these situations are handled and handle them professionally and independently whenever possible. A salesperson must take care not to say or do anything prior to involving the Manager/Franchisee that will make the situation more difficult.

When customers walk into retail stores and are approached by salespeople, they are armed and ready. They pull out their defensive shield each time by saying "I'm just looking" to get rid of the salesperson. Likewise, when customers need to return an item, they come prepared for a fight. Why? Remember how *you* felt as a customer when you needed to return something? Have you ever found yourself lying about why you were returning something to avoid the hassle of being challenged by the salesperson—saying that it's not the right size, when the truth is that you didn't like it, for example? Salespeople often react harshly to customers who are returning or exchanging merchandise. Customers are aware of this, and come prepared to defend themselves. They *expect* to have a difficult time with the salesperson.

Here are a few guidelines to handling these situations with care and professionalism:

1. **Treat the customer in a professional and respectful manner**, just as you did when they made the purchase. If the customer is returning a gift they received, treat them as though they are the customer who made the purchase.

2. Keep in mind that it is **possible to sell other items** to customers who are returning something. Make the effort! You'll be surprised at the results.

3. **Avoid questioning the customer's right to return the item.** If you are hesitant to accept the merchandise because it appears that the customer may have damaged it, politely excuse yourself and consult your Manager. For example: "Mr. Smith, we'll be happy to take care of this for you. Would you excuse me for a moment?"

4. **Encourage the customer to accept a replacement**, or to exchange the merchandise rather than taking a refund. For example: "Defects in fine products are very rare, but once in a while, they occur. I'm sorry you had to experience this inconvenience. We'll be happy to replace this for you, and we'll make sure it's in perfect condition before you take it with you."

5. **Be kind and understanding** if everything fails and the customer chooses a refund. Apologize for the inconvenience, thank them for bringing the problem to your attention, and invite them back to your store for future purchases.

6. Remember - **100% Satisfaction Guaranteed**, accept ALL returns / exchanges.

7. **Accept the customer's return/exchange with the sales receipt**. If they do not have a receipt then you don't know exactly what they paid for it, if it was on sale or not or if they even bought it in your store. Without a sales receipt that decision to accept the return is ultimately up to the Franchise operator as an in-store policy.

Here are a couple tips when handling cash transactions:

1. When receiving cash from a customer, **always set the cash upon the cash drawer**. This will solve any misunderstanding if the customer claims that he/she has given a $50 bill when he actually only gave you a $20 bill.

2. Always count change back to the customer. When counting back change always count up to the amount given. For example, when the customer gives you $20.00 and the sale comes to $14.50, you would count up from $14.50 to $20.00. So .50 cents makes $15.00 and a 5 dollar bill makes $20.00. The change is $5.50 but you always start at the amount the sale was and work back up to the amount given.

3. While thanking the customer for coming to your location you can place the cash into the drawer.

Tips for taking personal cheques from customers:

When customers want to buy their merchandise by personal cheque, make sure they show some of the following items such as:

- a driver's license,
- a credit card number,
- name, phone number, is on the cheque is current.

Write these on the back and initial the cheque so you know who took the cheque if there is a problem. We discourage taking cheques from new customers.

The following is a simple checklist to go through with all new employees to make sure all employees have the same training and understanding of the Sangster's Organization.

- € Go through the **Sangster's** Retail Policy & Procedure Manual and cover all the sections pertaining to staff.
- € Sangster's **Certified Product Advisor Program** must be taken (limit one month of employment) by all staff.
- € Sangster's **Nutritional Consultant Course** must be taken (limit to 3 months of employment) by all staff.
- € Employees of **Sangster's** will be required to attend all informational seminars being held in conjunction with Sangster's.
- € The Customer always comes first. A person walking into your location is a perspective client and should be treated accordingly. Be courteous and helpful.
- € **Sangster's** mission statement is as follows and required for every Franchisee and employee of **Sangster's** to have it memorized:

  "To provide **natural choices** through **quality products** and **educated advice** for a **healthy** lifestyle."
- € Our slogan seen with our logo is: **The natural choice for health**
- € Our motto for Sangster's brand of products and our customer service is:

  100% Satisfaction Guarantee
- € The store must always be kept in a neat and tidy manner. Garbage and boxes are taken to the disposal bins immediately after emptying; all shelves should be free of dust and other debris; no visible merchandising holes.When cleaning the shelves, make sure to take the bottles off the shelves and wipe them off. Fill in any empty space and explain the importance of reading the labels carefully so that bottles with different quantities aren't placed in the same row.
- € Show how to price stock using mark-ups and margins and the difference between them.
- € You will be assessed from time to time to determine if you are keeping yourself current with product knowledge. You can only service your customers alone when the store Manager or Franchisee deems appropriate amount of training has been completed.
- € **Always** tell our customers about our various in-store programs; National Sales Flyer Events, Friends & Family Appreciation Days, The Free Rewards Program and our Senior's Day program for all customers 65 years and older.

PRODUCT KNOWLEDGE IS VERY IMPORTANT

You can never have enough product knowledge. Make it a habit to quiz your staff every week on at least one or two products, the more they know the more they sell.

Professionalism starts with acting and looking like a professional salesperson.

You are NOT allowed to:

- Make personal phone calls while working unless it is an emergency.
- Sit on the counter while doing your homework.
- Do homework and other leisure activities during company time.
- Leave the store except to use the washroom or go on a break.
- Use the internet for personal use - ie. Facebook, YouTube, gambling & shopping Use the internet at your discretion – A simple check would be sites that you would not look at when the Franchisee is on site, should not be viewed if working alone.
- Cell phones should be kept in a back room while you are working and turned to vibrate mode. Cell phones are not allowed on the sales floor.
- Staff charges are to be done by the Manager or Franchisee.

Signed: ____________________________

Date: ______________________________

Sangster's has established specific sales standards that are known to help increase sales and enhance our level of customer service. Sales standards are not negotiable (must be adhered to without exception), and are enforced as strictly as any other **Sangster's** policy. The following ten (10) sales standards help to ensure that every **Sangster's** salesperson offers superior service to every customer every time.

1) **Every customer must be acknowledged within the first 10 seconds of entering the store with a smile and a sincere greeting.**

   Your greeting must be creative and sincere. If you are with a customer and another customer enters the store, excuse yourself and greet the new customer by saying "Good morning/afternoon/evening, I will be with you as soon as I have helped this customer."

2) **Open the Sale with a line that is not business related.**

   Do not say "May/Can I help you?" or comment on merchandise to open the sale. These methods are ineffective and will encourage an "No" or "I'm just looking" response. Opening lines must be sincere and creative enough to encourage conversation.

3) **Ask each customer at least three (3) questions about what they want / need.**

   Too often, salespeople miss opportunities to discover exactly what their customer is looking for, who it's for, how they plan to use it, any medications or allergies etc. Asking a few simple questions with care and sincerity greatly increases your chance of satisfying your customer's needs precisely and making a lasting positive impression.

4) **Place the merchandise in the customer's hands during your demonstration.**

   When shoppers participate in the demonstration, they develop an emotional commitment to owning the merchandise.

5) **Attempt to close every sale.**

   Attempt to close the sale prior to taking the customer to the till. Don't make *"yes"* or *"no"* decisions for your customer. If you don't hear *"I'll take it"* you must ask for the sale. Ex: "Would you like the 120's size or the 90's?"

6) **Show an additional item and attempt to add on to every sale.**

It is essential to *attempt to sell* additional items to every customer. Your attempt should take place prior to arriving at or near the till. The potential to sell more always exists, and the only way to discover whether your customer will buy more is to suggest appropriate add-ons. When you suggest an add-on, explain the benefit the customer receives by purchasing this additional product.

7) **Ring in the Sale.**

Take the customer to the till after you have attempted all of the steps listed above.
* *If the customer is a member of the Free Reward's program:* ask for the customers phone number to ring in the sale.
* *If the customer is Not a member of the Free Reward's program:* request the customer's name, phone number, address and postal code and email in order to ring in the sale.

8) **Introduce and Explain our Free Reward's Program to every new customer.**

Introduce the benefits of participating in our Reward's program, and the No Card hassle-free ease of participation.
* If they are a current Reward's customer there is no need to re-explain the Reward's program. Wait until you have closed the sale and attempted to add-on before you take them to the till. Once there, bring up their points-to-date and let them know how much more they need to purchase in order to receive a $10 credit.

9) **Suggest our FREE product information Pamphlets or Natural Living Magazine to every customer.**

Encourage each customer to freely look at, read and take home the FREE product information and/or our Natural Living magazine. Allow your customer to read about additional products that may help with their ailment.

10) **Thank every customer and invite them back.**

It is important to express your appreciation both professionally and personally—the customer chose to purchase from you. Your invitation to return makes the customer more likely to think of you personally and **Sangster's** the next time they want something health related.

Sangster's is striving to provide its employees with straight forward and easy to follow guidelines for opening the store in the morning as well as closing the store in the evening.

OPENING PROCEDURES:

a. Unlock and enter the store.

b. Close the gate or door behind you. Make sure to lock the gate or door. Turn off the alarm system if applicable.

c. Go into the back and find the breaker box/ light switch on the wall. Switch the breakers/lights that will turn on the sales' floor lights.

d. Turn on the cash counter computer monitor. The button is usually found on the front bottom right had corner.

e. Click on Smart Dialer from the taskbar

f. Click F5 to Refresh then F2 to Update

g. Minimize Smart Dialer

h. Eject the USB drive correctly by clicking once on the green arrow down by the time and choose the USB drive

i. Plug a new USB drive in

j. A screen for USB will open after a moment, close it once it does

k. Open Smart Vendor

l. Go into the Register

m. Login and count the float

n. Go into the deposit/float drawer and pull out the float bag. Count the float and place it accordingly into the till. The float should equal $200.00, and if it does not, re-count it and if it still does not add up to $200.00, place a note in the cash drawer along with the float explaining how much your either over or short. If your float is over, place the extra money under the till drawer and bring it to the manager's or franchisee's attention as soon as possible.

o. Turn the power on the receipt printer which is found on the left hand side. Turn the power on the computer printer which is usually found at the back left side of the printer.

p. Mop the sales floor every morning.

q. Walk the store and look for "things" that are out of place. Pay attention to merchandise and adjust the items that are not properly fronted or facing straight. Re-stock and dust the shelves and displays so that both are looking "FULL". Make sure to wipe off the bottles on both the displays and shelves.

r. If available, turn on the CD player which is located in the back office. Play only the CD's which are found in the player. No new music is to be brought into the store unless the store Manager or Franchisee has approved it.

s. Replace all displays, tables, signs, etc. which were moved away from the gate/front door the night before to their original locations (if you are unaware of their original location, display the merchandise the best you know how and inform the Manager as soon as possible).

t. Open the front gate or door for business.

Sangster's is striving to provide its employees with straight forward and easy to follow guidelines for closing the store in the evening.

CLOSING PROCEDURES:

1. Organize the items that are not properly fronted (pulled forward) or facing straight. Restock the shelves and displays so that both are looking "FULL".
2. Get the broom from the bathroom and sweep the entire floor 15 minutes prior to closing.
3. Empty all the waste from the waste baskets (bathroom, office, selling floor, back room) into one large trash bag. Take the large trash bag to the mall garbage incinerator or designated location as specified for your location.
4. Clean the washroom.
5. File all necessary papers (invoices, etc.) properly.
6. Pull the gate closed (if applicable) and lock all the doors.
7. Go into the back room and find the breaker box/light switch on the wall; switch off the main lights.
8. To close the bank terminal, as per procedure booklet provided by company.
9. Press 3 and say YES to Settlement, Print report once it has finished doing the settlement.
10. At computer: Main Menu – arrow to REPORTS
11. Highlight DRAWER SUMMARY and press ENTER.
12. Press F6 – CLOSE.
13. Confirmation box pops up "Close Stations #1" select YES
14. Second confirmation box pops up "Do you want to count the drawer?" select YES
15. Third confirmation box pops up "Open Cash drawer?" select YES
16. An option box appears, select **"1 – Open Cash Drawer"**

17. Arrow down to the bottom of the page to "Closing Float" select ENTER

18. Arrow down to nickels and start to ***count your float*** to $200 (or whichever applies), watching the total as you count. When you reach $200 stop counting and take out the rest of the money. That is your deposit.

19. Press PAGE DOWN to apply the $200 float

20. Arrow to the top of the page to "CASH" press ENTER. Count your ***DEPOSIT*** here.

21. Once you've counted the deposit, press PAGE DOWN to apply

22. Arrow to VISA press ENTER – type the amount from your terminal printout. Press ENTER – the amount must drop down in order to save.

23. Press PAGE DOWN to apply

24. Arrow to MASTERCARD press ENTER – type the amount from your terminal printout. Press ENTER – the amount must drop down in order to save.

25. Press PAGE DOWN to apply

26. Arrow to DEBIT press ENTER – type the amount from your terminal printout. Press ENTER – the amount must drop down in order to save.

27. Press PAGE DOWN to apply

28. If you have any cheques, mall gift certificates, Traveler's Cheques, etc., arrow to that line and enter the correct amount.

29. Once you have entered everything, look for variances. If there is more than $2.00, double check your work.

30. If all the variances are accounted for or there aren't any – press PAGE DOWN to apply and SAVE.

31. Select "*Finish Counting*"

32. A confirmation box pops up "*Print Drawer Report*" select NO

33. Press ESC to escape to MAIN MENU

34. Arrow up to SALES SUMMARY. Press ENTER then ENTER CLERK # and PASSWORD.

35. A box pops up – make sure TODAYS date is in both spaces, press PAGE DOWN to apply.

36. Press F9 to PRINT

37. Choose "*2 – DETAIL REPORT*"

38. Make sure the **REPORT PRINTER** is selected

39. Press F9 to PRINT

40. Press ESC to escape to MAIN MENU

41. (Optional) Arrow down to TRANSACTION AUDIT, press ENTER then enter CLERK # and PASSWORD (this is a list of transactions for the day)

42. Make sure dates are TODAYS date again

43. Press PAGE DOWN to apply

44. Press F9 to PRINT

45. Choose DETAILED SUMMARY

46. Make sure the REPORT PRINTER is selected

47. Press F9 to PRINT

48. Press ESC to escape to MAIN MENU

49. Attach all papers to one another, write down actual deposit and loose change, and write up the deposit slip.

50. Arrow to UTILITIES and select DATE CHANGE

51. Verify that you are changing the date to TOMORROWS date – unless you are not open tomorrow, and then change it to the next date which you are open.

52. Type YES

53. Press ENTER on YES again

54. Turn off monitor.

55. Where applicable, set the alarm and lock the door to the store.

56. HAVE A GREAT EVENING!!

Closing Daily Reports & Procedures:

1. Sales Summary

1. Detail Report

2. Transaction Audit

3. Voids

4. Write the actual deposit counted and the amount of loose change being deposited so it matches your deposit slip.

5. Staple all pages together with the Sales Summary on top.

In today's competitive market, natural health products are available to the retail customer in grocery stores, other natural health stores, gyms, pharmacies, and bulk food stores are just some of the places where customers go to fill their natural health needs. So why do our customers continue to choose Sangster's when there are so many options available in the marketplace today?

At Sangster's, we truly believe that a huge part of that success is that we are committed to building customers for life with our selection of top quality products.

This section will be devoted to better understanding your role as a Sangster's Retail Sales professional, and building those customer relationships more effectively. Our goal is to help you understand your customer, knowing your competitive advantages, and the entire sales process from when your customer first enters the store, to the time that they leave. If you do this well you will help create more satisfied customers, and have a rewarding and successful career as a Sangster's Retail Sales Professional.

Who is your Sangster's customer?

Traditionally we have seen the majority of our customer's being female, ages 35-60 with 50K+ household income and educated. While you may find that this may or may not be true when speaking about your specific Sangster's location, your core Sangster's customer base can be influenced by the location of your store within your city, the demographic of your community, who you choose to target with marketing, and many other factors.

The true key to sales success is not only about knowing who is going to be walking into your store most often, and servicing them most effectively, but instead understanding that you need to be able to service everyone. People do not come into our stores to "test drive" our products. Customers do not come into our stores because they are "just looking". Our customers come into our stores because they are looking for *SOLUTIONS TO A PROBLEM* and when you can show them a solution…they will buy.

Retail is a competitive business that cannot succeed overnight. With hard work and a good business plan, a store will have the selling platform needed to make money. The best laid plans, however, cannot succeed without customers in the store. Even if the location is a busy mall or strip plaza, customers need a **reason** to come into your store and not that of the competition.

Over the course of decades of successful retail development, Sangster's has come to realize that the most powerful way to get and keep customers is to spend money on everything from advertising, displays, stock, magazines, handouts, and more. Owning a profitable business is more like nurturing a flower with water, sunlight, soil, and care, rather than throwing a seed down on the ground and hoping that good things will happen. Match the demographic profile of your area to the product you want to promote.

Based on market studies and socioeconomic and demographical findings through 3rd party research, the health and supplement consumers of Sangster's fall into 3 main sections (regardless of demographic):

(Please see next page)

The Casual Consumer:

- Supplement their diet
- Not consistent shoppers
- Impulse buyers based on need or suggestion
- Not necessarily health-conscious

The Lifestyle Consumer: (the sweet spot)

- Avid healthy lifestyle
- Organic/healthy eaters
- Educated on nutrition and health
- Concerned about product quality
- Loyal customers
- Swayed by product information and trends

The Cause and Effect Consumer:

- Health issues or concerns drive behaviour
- Purchase products to treat an ailment
- Not initially educated but ramp up quickly
- Disease specific focus

The goal is to gain the confidence and loyalty of the lifestyle consumer (the sweet spot) while converting the buying behaviour of the other two categories into "sweet spot" buyers. A consistent and powerful brand along with promotional and educational tools aim to gain the confidence of all consumers that would be loyal to Sangster's.

Based on facts and studies, the profile for Sangster's customer consists of the following demographic factors:

- Both male and female
- Ages range from 25-65+
- Primarily demographics are women ages 35-54 and seniors 65+
- Younger target market > 35 of age is a growing market but have not reached full potential. Education is required. Website will be key to these demographics
- 64% of the customers have attended college

The most valuable sales tool to learn is how to identify and interact most effectively with the different personality types of retail customers.

People buy from people and even more importantly…People buy from people they like.

People will always buy more often from people that they feel comfortable with. If you are able to communicate and interact with them in the way THEY want to be dealt with, you will always have a better chance to sell them.

Here are the 4 types of personalities that you will deal with on the sales floor:

Analytical: The need for the Analytical style is to be right. Those who have the Analytical style are most comfortable when they can establish or rely on processes, facts and methodologies to minimize the potential for an incorrect or unforeseeable outcome. As buyers, they are risk-averse.

Support the needs of the Analytical by supporting their principles and logic in a way that reflects the importance they place on "doing it right." Provide proof, data and hard facts to support any decisions or input that you need from people of this style.

The Analytical style's orientation is thinking. Support the need for a cautious, thorough approach to sales.

Driving: The Driving Style can be summed up in one word: RESULTS. People with the Driving style prefer to deal with business issues first, frequently with a bottom line focus. To acknowledge their style need, it's a good idea to relate to them in a way that emphasizes the importance of achieving their desired results. Remember, the key word is results.

The Driving style's orientation is action. In order to encourage this orientation, relate to their need to move toward their goal. Allow them to retain control of the situation and take a supportive, non-competitive business-like approach with them. They need options, and the final say.

Expressive: The Expressive style need is for personal APPROVAL. Those with this style need to be recognized and to know that their ideas, opinions and contributions are valued by others. Relate to the Expressive style on a personal basis. Respond to their offers and be open to hearing their ideas and vision. Allow a little more time than usual for the sale, as they will want to have a little fun, get back to business, have a little more fun, etc.

The Expressive style's orientation is <u>spontaneity</u>. This can lead to creativity, imagination, or inspired action. Or it can lead to a misunderstanding. Spontaneity can come across as impulsiveness. People with the Expressive style can change directions quickly, moving from one subject to another. As customers, although they make decisions quickly, you will want to ensure they are buying for the right reasons (even if that reason is purely image).

<u>Amiable</u>: The Amiable style need is for personal SECURITY. Before they feel comfortable dealing with the issues at hand, those who have this style prefers to have a well-established, safe relationship. They will buy from the sales person with whom they have the best rapport.

To acknowledge the Amiable style's need for personal security, take time to let the relationship build on a personal, friendly basis. Relate to the importance of cooperation between the sales person and the customer and others that the Amiable style values. It is also important to follow through on commitments to avoid damaging trust, the foundation of the relationship.

The Amiable style orientation is <u>relationships</u>. To encourage this orientation, try relating to them with a cooperative, friendly supportive approach. Support their key relationships, and show your commitment to keeping people involved. They will usually want others involved in the decision-making process.

Since we have now been able to understand who may come in to our Sangster's store, what they are coming in for, we can now look more in depth at the Sangster's Retail Sales process. Our goal is to ensure that you will have the tools you need to be successful as a Sangster's Sales Professional, and best be able to meet the needs of all your Sangster's customer. We will cover some of the do's and don'ts of retail sales, walk you through the entire sales process and better prepare you for questions which are commonly asked by your retail customer.

Here are the 6 steps to the Sangster's Retail Sales process:

1- Introduction/Opening the Sale – Competence and Engaging
2- Probing-Asking Questions – "Hopes"
3- The Demonstration-Building Value – "Dreams"
4- Trail Close- Asking for the business
5- Handling Objections - Concerns
6- Closing the Sale
7- Up selling
8- The Sangsters Advantage- The "WOW" Factor

It has been said that first impressions are everything! It is important to set a good impression, from the very first minute that your Sangster's customer walks into your store. If you are able to open the sale correctly, the rest of the process will flow smoothly.

The Greeting - <u>on the phone</u>

*If you are answering the phone, make sure to sound pleasant and excited. Say hello, mention the name of the store and your own name. You may be in a market with multiple Sangster's locations, so it is important to try and encourage the customer to come into YOUR Sangster's location, and speak with YOU. This is the very beginning of building the relationship with your customer. When answering the phone, try using something like this:

"Good morning! Thank you for calling Sangster's at <u>name your location if in a multiple market</u>, this is Brad."

By doing this, you have now made a personal connection with the customer and the store location by using your first name. When they decide that they are ready to come and make their purchase, they will likely want to come back and speak with you directly.

If a customer calls and wants to discuss a particular product, make sure to give them all the information that they require-but nothing more. It is very difficult to sell something over the phone, as there is no personal connection to the product. Remember…People buy from People…and People they like. Your best chance to sell the product to the customer is to build the value of it in person, and present your competitive advantages. Tell them that you carry the product, and invite them to speak with you when they come in to pick it up.

The Greeting - <u>in store</u>

From a customer's perspective, sales people are intimidating. They want money! And the customer's goal is to keep as much of it as possible. This is called "customer resistance". This is a natural step of the sales process, so don't be alarmed if it occurs. The sooner you are able to break down the resistance, the sooner you are able to get down to doing business and addressing their needs. Here are some simple things to remember.

*When a customer first enters your store, make sure that you are busy doing something else for 5-10 seconds. There is always something to be done around the store; stocking shelves, receiving orders, cleaning, etc.

Give them a few seconds to get a feel for your store before you approach them. You should be busy with a task, not waiting for someone to come in. If you can make them think that you are distracted with your task, the natural tendency is for them to let down some resistance. As well, never walk towards them in a direct line. Customers feel confronted, as if their personal space is challenged. If you approach them, walking towards them at an angle is very effective as it shows you are intending to engage them and not crowd their space.

*After you have approached your customer, this is your chance to engage them with a salutation.

"HELLO, MY NAME IS…WECOME TO SANGSTER'S! WHAT BRINGS YOU IN TODAY?"

If they respond…

"I AM JUST LOOKING."

…you still have the ability to move forward through the sales process.

"THAT'S GREAT! AND WHAT IS IT YOU ARE LOOKING FOR?"

Remember, people do not come into our store to "just look." They come into our store to find solutions for their problems or to get advice and knowledge…not just to window shop.

What NOT to say:

"HELLO, CAN I HELP YOU?"

The reason why you should never say this is because if the customer has resistance, this is likely the first response:

"NO THANK YOU, I AM JUST LOOKING."

Now you are at a point where you can not take the sales process any further. The customer will still have resistance. And you will not have even had any chance to introduce products, your store, yourself, or build value. The best way to avoid this is by using questions which take away your customers ability to say…NO!

Here are some other easy things to remember when understanding how to open the sale:

*Wear a name tag, and always take the time to introduce yourself. Remember, People buy from People that they like and feel they know. And quite often, if you introduce yourself, customers will offer their name in return. If they do, make sure to use it often. When a customer hears their own name, it tends to break down resistance. When they feel like they know you, you are starting to build trust with them.

*Smile and do it often. With a smile you will provide great service, quality products, and sensible advice which will improve the quality of life of each customer who comes through your door, and give them natural health solutions to their health problems. That alone is reason to smile and feel good about your job…Show it to your customer the minute they enter your store.

Although this is usually a brief part of the sales process, this first step is absolutely crucial to the success of the remaining steps.

This is another important part of the sales process. The more direct you are when asking your questions, the more likely you are to receive accurate information. The more accurate the information you receive from the customer, the better chance you have of finding a solution for their health problem. Here are some good tips when asking questions so that you may receive more detailed information.

- If you say for example, "Is it your back that is bothering you with arthritis?" the potential answer may be yes or no. To be more effective in your role, and gather more information, here would be a better option…
- "So tell me about the pain in your back." By using this method, it is far more effective to lead your customer into providing you with the information you will need so you may find the best solution for them.

Quite often, when customers begin talking about their back pain, they may drift off and begin talking about something else. Here is an example:

*"Yes, when I was away on my holidays in Hawaii, I noticed that my arthritis really began to act up. It was my spouse's birthday on the day it was really bad, and we had planned to spend the entire day at the beach but the pain was too bad."

Although Hawaii and the beach and the birthday really have nothing to do with the issue of the back pain, it is crucial that you listen to the information the customer provides. If you listen to what the customer is saying, although they want you to help them with their back pain, they are also saying that they want to discuss their trip to Hawaii. Your following response should be something like this:

*Wow, Hawaii! That must have been a fantastic trip. In spite of your back pain did you have a good time?"

Quite often this leads the customer into talking about the trip to Hawaii. If a customer proceeds to do this- LET THEM! What is happening here is you are allowing them to feel more comfortable with you, see you as less of a salesperson, and instead developing a personal relationship. This is called "Hanging Out." Although you may not be getting any more information about the customer's health issues, you are letting them guide themselves through the sales process. Remember: People buy from people, and people buy from people they like and trust. If the customer is taking the time to share details about their personal time in Hawaii, they obviously will view you more as a friend, than as a sales person. This gives you the chance to build "rapport".

*If at all possible, this is a fantastic time to ask the customer their name (if they haven't given it to you already). If there is still resistance, they may not want to give it to you. That's ok; just continue with the sales process. If they do decide to give it to you, make sure and use it as they say it.

For example, if they say their name is Bill, then use Bill when addressing them through the sales process. If they say their name is Bill Smith, then address them as Mr. Smith. At a later time, they may say, "Call me Bill." Until they do, continue to use Mr. Smith.

When the customer is done talking about their trip to Hawaii, and you are done "Hanging Out" here is an effective way to get the topic of conversation back to engaging them to the topic at hand:

"Wow Bill, that trip really sounds fantastic. I can only imagine how great it would have been if you did not have so much back pain! Let's see if we can fix that for you, so you won't have it on your next holiday! How long have you had back pain? What have you taken up until now for it?"

Continue to use questions during this stage that provide you with the most detailed information. Asking questions that are "open ended" require the customer to give you more detailed information rather than just a simple yes or no. If you continue to do this during the probing stage of the sales process, you will have all the information you will need when you show the customer the solution in the next stage of the sales process.

As a Sangster's Retail Sales Professional, this is the stage when you have the opportunity to shine. If you have opened the sale correctly, and asked the correct questions, you have all the information which you will need to provide the customer with the most effective solution for their problem. As well, the customer at this stage should have far less resistance to you as a sales person, compared to when they first came into your store.

When deciding what products to show to the customer, make sure to keep some of these simple tips in mind.

If there is a suitable product in our line, recommend Sangster's Brand. Here are the reasons why it would make sense for you to do this:

- If the customer chooses a Sangster's brand product, they can only buy it from you. If they need the product again in the future, they will have to return to your store to make their purchase. The only product in your store that is exclusive to you is Sangster's brand.
- Our products are high quality, price competitive, and have been in households across Canada for over 40 years. We offer a 100% satisfaction guarantee on all Sangster's brand. If your customer ever needs to return a product to your store for any reason, a full refund will be given.
- The profit margin on your Sangster's Brand product is generally higher than other brands to protect you and your store.
- Sangster's is your store's exclusive brand to promote to your customers and build loyalty.

When you have decided which products to show your customer, before presenting the benefits, ask the customer if they are familiar with that particular product or how it works. You would want to do this because in today's information age, customers are coming into our stores with more information than ever before. They may have done online product research, researched literature available or maybe even shopped in another natural health store. If they have received any information it may be accurate…or inaccurate. If they have information from another source already and the information you provide to them is not the same, they may again develop resistance.

When choosing the products you feel will be most effective for the customer, here are some things to keep in mind:

- You are not showing products, you are showing solutions to the customer's problems. Remember, that is truly what they are buying. They don't care what color the label is, or whose name is on it most of the time, they want a ***solution to their problem***.

- Provide the customer a package of options, rather than just a single product. Present the features of each, and choose products with benefits that compliment each other well. This is called "package selling". The more products that you present to your customer that make sense, the more likely you are to find an effective solution. As well, this greatly increases your average sale per customer.

- Remember that you, the Sangster's Retail Sales Professional, is seen as the expert. When discussing the products with your customer, describe how each one addresses one of the customers needs from the information they gave you when you were in the engaging/probing stage of the sales process. Remember people buy for their reasons, not yours. If you can attach each product to a specific need of the customer, it becomes more personalized. The more personal connection they feel with the product, the less likely they are to have any resistance.

"So Bill, if you had the Celedrin cream with you on your trip to Hawaii, you would have been able to put some on and get some immediate relief for your back pain. The Hyaluronic Acid will help improve your back pain over time so that when you decide to go back to Hawaii next year, you could be pain free!"

In this part of the sales process, what you are truly doing is building the value of the product to your customer. Make sure and discuss all of the features and benefits of the products. Quite often, if you effectively build value in the solution for your customer, there won't be any objections, as the customer is sold on the sheer value alone!

Another example: "Bill, the Hyaluronic Acid increases synovial fluid in the body thus increasing the lubrication and cushioning of the joints. This cushioning protects the cartilage and makes your spine more flexible. By lubricating the vertebras, you will experience less pain and walk effortlessly; this is what you came in for, right?" Bill's obvious response is "Yes, you're right!"

As a Sangster's Retail Sales Professional, it is your job to recognize what the customer is thinking, and ultimately, if they are ready to make their purchase. If you have done your job opening the sale, asking the right questions, and demonstrated the solution effectively for your customer, they may already be at a point where they are ready to make the purchase. By watching how they have responded, their body language, or things they may be doing or saying, it may tell you how they are feeling, and if they want to buy. Here are some things you can try and should watch for:

1. If the customer takes the product from you, and walks towards the cash register, this is a buying signal that says they are ready to purchase.

2. If the customer is nodding while you are doing your demonstration, or saying yes, this is a buying signal.

3. Put the product in the customer's hands, and ask them how they feel about the ***solution for their problem***; if they say it sounds good, this is a buying signal.

4. If the customer pulls out their wallet, this is a buying signal.

5. If they ask how much it is, this is a buying signal.

Make sure and watch the actions of your customer closely. Quite often you can tell if they are ready to buy or if they will need to go through to the next step of the sales process. If at anytime, the customer gives you a buying signal that says they are going to buy, the sales process stops! You do not need to go any further. The customer is ready to buy, and since that is our ultimate goal, we don't need to go any further. If you go any further, and the customer does not want to, you may loose the sale!

If the customer is not ready to make the purchase, do not take it personally or feel like the sale is lost. The customer may have some remaining questions or concerns about the product or solution. Remember, customers buy for their reasons, not ours. It simply means that you need to go on to the next step of the sales process, handling objections, and closing the sale.

If you ask for the sale and the customer says no, this is called a concern or objection. You will not be able to close the sale until your customer feels all their concerns have been dealt with to their satisfaction.

For some sales professionals, this can be the most difficult step of the sales process. This is the stage where we will identify concerns the customer may have, and have the opportunity to correct any errors we may have made in the sales process. Do not be intimidated, because this is the most rewarding part of the sales process, and will be the most effective for building rapport with your customer which will be useful on future visits to your store. Sometimes, customers have concerns simply because they want to be reassured of information which you provided to them during the demonstration stage of the sales process.

Here are some ways that you can ask for the sale from your customer:

*Bill, how do you feel about the solution for your back pain?"
*Bill, does this address the reason(s) for your visit today?"

If the customer says yes, proceed to the sales counter. If they say no, that clearly means that they have an outstanding concern which you must address.

Here are some common concerns from customers, and some suggestions which are effective.

*"Your price is too high." "I don't want to spend that much."

Firstly you must identify if the customer just wants a deal, has seen it cheaper somewhere else (unless it is Sangster's Brand), does not have the money available to make the purchase, does not want to spend that much on that particular product, has seen another product which claims to do the same for cheaper…etc. Here are some effective responses you can use.

- "I can understand why you think it is expensive. Things are expensive today."
- "Do you feel the price of this particular product is too high? What product are you comparing it too?"
- "Bill, is this more than you wanted to spend today?"
- "Bill, I can appreciate why you feel that way. But this is a fantastic opportunity for you to finally get that back of yours feeling better again. Is it really the cost that is concerning you the most?"

Most of the time, when it comes to a price objection, it arises for 1 of 2 reasons – The customer does not have or does not want to spend that much money, or we have not done a good enough job building the value to the customer. If the price is still the greatest concern, show them something less expensive. When you do this, do not take the time to build the value or show any of the features or benefits of the product. If the customer asks if it will work, you can tell them although you have heard it works well, the reason that you recommended the initial products to them was because it provided such great results for so many of your customers before.

For all other concerns and objections, it usually means that you just need to reassure them of some point of value that you presented to them in the demonstration stage of the sales process.

Once you have addressed all the customers' concerns, and they say they are ready to make the purchase, you have made the sale!

When you are at the sales counter and ringing in the sale for your customer, here are some things to keep in mind:

1. Take the time to **register the customer for our Free Rewards Program**. It only requires a few minutes of their time to quickly fill in all the information and there is not a card to carry. This saves them money on future purchases and allows you stay in contact with them in the future. You will be able to identify the products they like based on their buying history, notify them of upcoming sales and promotions you may be having, and give them the opportunity to learn of the latest health information that may be available.

2. **Up selling**. Always take the time to introduce additional products to your customers at the time of purchase. Choose a feature product of the month, and keep it at the sales counter so that you may introduce it to everyone who makes a purchase. Offer free samples of hot new products. Showcase products which are slow movers, and take the time to inform your customer on the benefits.

   Great products for up-selling your customers are ones that have the opportunity to show results right away. Some examples of products which are easy to up sell are creams and lotions, juices and foods, essential oils, and teas and snacks. If only a handful of customers make an additional purchase each day, even if it is only a few dollars, it can have a huge effect on your average sale per customer, and your month end retail numbers!

   For example: 3 out of 20 Customers a day make an additional $15 dollar purchase X 30 days in a month = $ 1350 extra sales for that month.

3. Always **include something which is considered value added** and free for the customer in their bag. Offer a magazine, pamphlet, sample, all current flyers and promotions, or product literature. This will be effective in selling product to your customer, even when they are not in your store!

When the customer has made their purchase and is ready to leave the store, take the time to sincerely thank them for their business. If possible, shake their hand, and tell them if they have any questions or concerns, to give you a call personally, or come back into the store. Here is a suggestion of what you can say:

> "Bill, you have made some really great choices today, and should be on your way to feeling a lot better very soon. Thanks so much for giving us (Sangster's) the opportunity to earn your business! If you have any questions at all Bill, make sure to come back to the store, or give me a call!"

As a customer of another business or service, can you think of a time when you were so happy with your purchase or the service which was provided to you, it made you go WOW? If you have, you probably still talk about it to this day. You are likely to give that business or product your personal endorsement, encourage your friends and family to try it, and will often speak highly of it if the opportunity presents itself.

At Sangster's we believe that part of ongoing success, that spans 40 years, is our WOW factor. We provide a trusted name brand which we stand behind, a nationally recognized award winning franchise system, and a corporate philosophy that believes in measuring its success one happy customer at a time. We truly appreciate the dedication our customers extend to us when choosing their natural health products, and we believe that it is our obligation to them to try and WOW them each time they visit their nearest Sangster's location.

If your store is able to offer that WOW service to your customer, you will continue to build value in their eyes, which will help secure their business. WOW service will help defend your business against competitive challenges such as discount chains, mass market influence, and new competition to your market. It is easy to do, and usually takes very little investment on your part as a member of the Sangsters team, but will produce great results in growing your business. Here are some suggestions you can try in your store:

1. For each customer who comes to the sales counter, offer them a free sample to take home with them. Samples can be requested from most of your suppliers, and are usually free of charge. Include an Alive magazine, current flyer and product pamphlet.

2. Each time you have a new customer making a purchase at your store, make a special note, and during a slow period at the store, give them a follow-up call in person. Ask them how the product(s) are working for them, ask them if they have any questions or concerns and thank them once again for choosing to visit your store. Tell them you hope to see them again soon!

3. At least one or two times per year, arrange a Customer Appreciation Day in your store. Invite them to come in, save money and try new products. You can contact them with a personal mailer, email or phone them directly.

4. If you have an elderly customer who can't come in, offer to deliver the products to their door.

These are just a few ideas and the more that you can offer to your customer; the more it shows that you appreciate their business. Little things like this can go a long way to helping you build loyalty and grow your customer base.