

The main purpose of this position is to sell our products to our customers. There are two components of this position; Sales Methods & Operational Methods. When there are customers, you should be focused on Sales, and when there are no customers you should be focused on Operational Tasks.

**SALES METHODS**

**I RINGING UP THE SALE USING THE POS COMPUTER**

**1. Operating the Cash Register**

- ☐ Rings up routine sales correctly
- ☐ Rings up deposits correctly
- ☐ Rings up exchanges/refunds correctly
- ☐ Rings up labor, postal or service charges correctly
- ☐ Voids over rings properly on register
- ☐ Knows how to change the receipt and debit paper

**2. Handling Methods of Payment**

- ☐ Counts back change to customer properly on cash sales
- ☐ Knows and verifies requirements for accepting personal cheques
- ☐ Collects and records proper identification on personal cheques
- ☐ Obtains approval on personal cheques correctly
- ☐ Obtains approval on credit card purchases correctly and initials

**3. Gift Cards**

- ☐ Completes invoice for sale of cards correctly
- ☐ Completes invoice for redemption of gift cards when:
  - Purchase price is greater than gift card amount
  - Purchase price is less than gift card amount
- ☐ Knows what to do with gift card upon redemption
- ☐ Knows that No Cash is given and balance (if any) is attached to the card

**4. Handling Exchanges**

- ☐ Knows exchange policy for routine sales and discounted sales
- ☐ Writes exchange correctly when:
  - New purchase price is greater than exchange amount
  - New purchase price is less than exchange amount
  - One item is exchanged from a multiple item sale
- ☐ Restocks "saleable" exchanged merchandise promptly

**5. Free Rewards Points**

- ☐ Knows policy (when issued & max. \$10 amount per invoice)
- ☐ Knows how to issue correctly
- ☐ Completes sales correctly when credit is redeemed

**6. Handling Returns for Refund**

- ☐ Knows refund policy for routine sales and sale items
- ☐ Knows refund policy on special orders
- ☐ Knows how to refund cash (max. amount taken from till)
- ☐ Knows how to refund when personal cheque was used
- ☐ Knows how to credit the refund on a debit or credit card purchase

**II SALES AND SERVICE**

**1. Competence and Engaging**

- ☐ Makes eye contact, greets and approaches the customers promptly
- ☐ Executes the 180 degree pass-by effectively
- ☐ Uses opening lines that have nothing to do with business and schmoozes with the customer
- ☐ Uses the take away on resistant customers
- ☐ Turns over customers if resistance cannot be broken

**2. Hopes and Dreams**

- ☐ Uses open-ended questions in a logical sequence
- ☐ Supports the customer's answers
- ☐ Concentrates on what the customer is saying
- ☐ Demonstrates with enthusiasm and encourages customers to touch and hold the merchandise
- ☐ Stresses meaningful points discovered in Probing
- ☐ Delivers FABGs (Features And Benefits Grabber) clearly and smoothly
- ☐ Never compares merchandise
- ☐ Always attempts an add-on with every sale for ex: (Multi Vitamin)
- ☐ Delivers trial close creatively and clearly

**3. Concerns and Closing**

- ☐ Is empathetic with the customer
- ☐ Gently smokes out the true objection
- ☐ Handles price objections correctly
- ☐ Recognizes and acts on buying signals
- ☐ Asks every customer to buy
- ☐ Uses appropriate closing techniques for different situations

**4. Building Loyalty**

- ☐ Uses the customers name and personalized remarks when possible
- ☐ Gives full credit to the customer for the decision
- ☐ Thanks the customer for shopping and Invites them to come back

**5. Extras that Enhance Customer Service**

- ☐ Asks every customer to participate in our FREE Rewards Program
- ☐ Bag stuffs every sale with either pamphlets or free health magazine
- ☐ Writes thank-you notes for VIP or large purchase customers
- ☐ Walks the store with fresh eyes (knows where everything is, what's new, etc.)
- ☐ Is empathetic and courteous when handling customer complaints
- ☐ Turns customers over when extra help is needed
- ☐ Controls personal problems while at work

**6. Sample and Demo's**

- ☐ Knows how to sample and demo products
- ☐ Knows the guidelines for sampling product
- ☐ Knows what to do with empty packages of sampled product

**III WRITING UP SALES MANUALLY**

**1. Writing a Routine Sale**

- ☐ Writes legibly
- ☐ Obtains customer name, phone number and address for our data base
- ☐ Knows where copies of sales slip go
- ☐ Writes stock number and merchandise description
- ☐ Correctly adds subtotal on multiple item sales
- ☐ Calculates sales tax correctly
- ☐ Records method of payment
- ☐ Records date and initials

**2. Writing Discounted Sales**

- ☐ Knows how to calculate percentage-off on merchandise
- ☐ Knows how to note special price due to damage, special promotion, etc.

**3. Writing Special Orders**

- ☐ Knows policy (obtains minimum deposit, time factors, restrictions)
- ☐ Completes special order form correctly when:
  - Merchandise is ordered from supplier
  - Merchandise is transferred from within company
- ☐ Obtains customer's signature

- ☐ Knows where copies of forms go
- ☐ Requests transfer or ordering of merchandise properly
- ☐ Notifies customer of merchandise arrival promptly
- ☐ Stores merchandise properly upon arrival
- ☐ Collects final payment for special orders correctly

**4. RainChecks**

- ☐ Knows policy (restrictions, expiration dates)
- ☐ Completes the raincheck form correctly

**5. Holding Merchandise for the Customer**

- ☐ Knows policy (time limit, staff who writes the sale gets the sale)
- ☐ Completes the hold form correctly

**6. Merchandise Categories**

- ☐ Correctly identifies information on pricing stickers
- ☐ Understands how merchandise is divided into classes (foods, vitamins, etc)

**IV PRODUCT KNOWLEDGE**

- ☐ Knows **Sangster's History**
- ☐ Continuously learns product knowledge and reads-up on new products
- ☐ Knows what pamphlets we have, what they generally say and where to find them
- ☐ Knows how to sell, is familiar with and understands the features / benefits of:
  - The Top 10-20 Sangster's Brand Vitamins, Minerals, Herbs & Herbal Combo's
  - The Top 10-20 Nature's Way Brand Herbs & Herbal Combo's
  - The Top 10-20 Interactive Brand Sports Nutrition Powders
- ☐ Understands and knows what to sell for:
- ☐ The Top 10 Ailments: Arthritis, Cold/Immune System, Weight Loss, Menopause/PMS, Cardiovascular/Heart, Energy/Fatigue, Stress, Allergies, Eyes, Memory/Brain

**OPERATIONAL METHODS**

**V OPERATIONS**

**1. Daily Routines**

- ☐ "Walks the Store" at the beginning of each shift
- ☐ Makes effective merchandise changes when needed (displays, posters, etc.)
- ☐ Keeps merchandise and displays clean and orderly

- ☐ Promptly replaces merchandise sold from displays and shelving
- ☐ Promptly stocks incoming merchandise
- ☐ Fronts all stock as needed and replaces stock on shelves as needed
- ☐ Rotates inventory (closest expiry fronted)
- ☐ Keeps back room door closed at all times
- ☐ Does not stand behind the till unless ringing in a sale, receiving stock or pricing

**2. Performance Reports**

- ☐ Correctly and promptly fills out own Performance Summary
- ☐ Demonstrates awareness of areas needing improvement from statistics

**3. Cleaning**

- ☐ Shares cleaning with co-workers and follows the schedules (dusting, bathroom)
- ☐ Sweeps and mops floors as needed and follows the schedule
- ☐ Wipes glass shelving and stock as needed and requested to do so
- ☐ Pulls stock off shelves to clean and replaces with nearest expiry to the front
- ☐ Keeps check-out area clean and tidy
- ☐ Takes out garbage as per closing procedure

**4. Miscellaneous Paperwork Procedures**

- ☐ Knows shipping procedures (Purolator, postal, etc.)
- ☐ Writes merchandise transfers legibly and accurately
- ☐ Receives merchandise correctly and accurately
- ☐ Handles damaged merchandise promptly and correctly
- ☐ Writes requests legibly and accurately for each and every product request
- ☐ Knows how to replace printer, fax, receipt printer and debit machine paper
- ☐ Knows how to collect mail, sign for invoices and parcels and where to place them
- ☐ Stamps pamphlets as needed
- ☐ Notifies management if an incorrectly priced product was found and re-adjusted

**5. Opening**

- ☐ Correctly follows and executes "Opening Procedures"
- ☐ Completes store pre-check to ensure the store is ready for business
- ☐ Makes sure money is counted and in the cash register

**6. Closing**

- ☐ Correctly follows and executes "Closing Procedures"
- ☐ Empties trash and takes it to the mall/building garbage container
- ☐ Takes care of money and correctly closes the POS computer system
- ☐ Turns off lights and locks up properly

**VI EMPLOYEE REGULATIONS AND BENEFITS**

**1. Work Hours**

- ☐ Know how to Request Time Off (written advance notice)
- ☐ Knows how to take unpaid meal breaks
- ☐ Knows the policy on Attendance / Tardiness
- ☐ Knows overtime policy
- ☐ Knows time card procedures and policy

**2. Payment of Wages**

- ☐ Knows present wage rate and commission policy
- ☐ Knows schedule for performance evaluations and wage reviews

**3. Telephone Usage**

- ☐ Answers telephone properly and follows policy
- ☐ Takes messages courteously and accurately
- ☐ Encourages phone shoppers to come to the store
- ☐ Minimizes personal use of the phone

**4. Benefits**

- ☐ Follows employee discount policy and procedures
- ☐ Knows and follows policy on vacations and sick leave
- ☐ Knows procedures for completing insurance forms

**5. Miscellaneous**

- ☐ Complies with mall parking regulations
- ☐ Complies with company dress code

**Section 11: Job Responsibility**  
**Retail Sales Persons Job Responsibility**

**Policy No. 11.01**

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**Action Plan for Learning and Improving:**

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Employee understands and can demonstrate all points in this section:

Date: \_\_\_\_\_ Manager: \_\_\_\_\_

Sales person: \_\_\_\_\_





The main purpose of this position is to assist the Manager. There are three components to this position: (1) Management Duties, (2) Sales Methods and (3) Operational Methods. When there are customers, you should be focused on Sales, and when there are no customers you should be focused on Management & Operational Tasks.

**MANAGEMENT DUTIES**

**I THE COMPANY**

- ☐ Knows Sangster's history (1.02)
- ☐ Knows Sangster's philosophy (1.03)
- ☐ Knows Sangster's structure and objectives
- ☐ Knows the Head Office support staff structure
- ☐ Knows the target market (40+ Female)

**II PERSONNEL**

**1. Recruiting and Hiring**

- ☐ Notifies manager of hiring needs
- ☐ Assists manager with finding new employees
- ☐ Conducts telephone screening of applicants

**2. Induction of New Employees**

- ☐ Assists manager in following Training Checklist with new hires
- ☐ Continues assistance on areas needing improvement

**3. Personnel Files/Benefits**

- ☐ Understands information regarding company benefits
- ☐ Understands the employee discount policy

**4. Scheduling/Payroll**

- ☐ Assists manager in controlling payroll budget (minimizes overtime)
- ☐ Assists manager in scheduling staff efficiently (maximizes sales opportunities)
- ☐ Understands how to calculate time cards correctly (bonus & overtime also)

**5. Staff Enhancement, Development and Correction**

- ☐ Understands progressive discipline procedures
- ☐ Documents corrective action on warning forms with manager
- ☐ Holds personnel accountable for company policies and procedures
- ☐ Recommends discipline through proper channels
- ☐ Abides by and enforces confidentiality of company property policy

**III MERCHANDISING****1. Researching the Competition**

- ☐ Knows who and where the competition is
- ☐ Knows the competitors' strengths and weaknesses
- ☐ Compares pricing
- ☐ Compares selection of merchandise
- ☐ Compares customer service
- ☐ Compares advertising

**2. Inventory Control**

- ☐ Assists Manager in maintaining adequate merchandise quantity levels
- ☐ Maintains constant awareness possibility of employee theft

**3. Communication with Manager and Owners**

- ☐ Shares observations of competition regularly
- ☐ Shares ideas from sales staff and customers
- ☐ Utilizes a "Top Sellers" or "Slow Movers" items list
- ☐ Gives feedback on success and failure of promotions
- ☐ Shares ideas from trade magazines, health magazines, etc.

**4. Promotions**

- ☐ Understands details of upcoming promotions
- ☐ Is aware of when ads are running
- ☐ Informs staff of promotion details in advance
- ☐ Prepares displays, staffing, etc. for promotions in advance
- ☐ Offers suggestions for future company promotions
- ☐ Assists manager in creating in-store excitement (games, contests, etc.)

**5. Display**

- ☐ Rotates merchandise on display
- ☐ Makes sure displays are clean
- ☐ Makes sure displays are eye-catching (full, fresh, colorful)
- ☐ Keeps displays current

**IV BOOKKEEPING/INCOME AND EXPENDITURES****1. Daily Bookkeeping**

- ☐ Reads and understands cash-out reports correctly
- ☐ Makes daily deposits correctly (cash, cheque, charges)
- ☐ Handles credit paperwork correctly

**2. Weekly Bookkeeping**

- ☐ Understands how to complete weekly sales report correctly
- ☐ Sends paperwork to manager promptly
- ☐ Daily sales
- ☐ Credit memos

**3. Routine Book Work**

- ☐ Follows procedures for issuing refunds
- ☐ Checks for correctly issued exchanges, refunds

**4. Store Expenditures/Petty Cash**

- ☐ Documents items purchased on receipts
- ☐ Controls use of telephone
- ☐ Conserves when possible on lighting, air conditioning, etc.

**V     STORE OPERATIONS**

**1. Sales - assists Manager in:**

- ☐ Creating in-store excitement through games to improve statistics
- ☐ Enhancing product knowledge on an ongoing basis
- ☐ Making certain staff knows what is expected of them regarding salesmanship
- ☐ Educating staff on steps for theft prevention
- ☐ Handling customer complaints, problems, etc., wisely
- ☐ Making certain company policy on the sales floor is followed
- ☐ Observing sales presentations by the staff
- ☐ Makes sure store standards are adhered to by all salespeople

**2. Customer Service – assists Manager in:**

- ☐ Making certain all customers are acknowledged (even when busy)
- ☐ Making sure building loyalty is demonstrated
- ☐ Making sure sales staff give correct information to customers

**3. Routine Operations Tasks - assists Manager in ensuring:**

- ☐ Merchandise is received correctly
- ☐ Merchandise is shipped correctly
- ☐ Inventory is spot checked regularly
- ☐ Performance summaries are accumulated and evaluated weekly
- ☐ Opening and closing procedures are followed
- ☐ Hold merchandise is replaced to stock
- ☐ Display merchandise is replaced promptly after sold
- ☐ Special orders are checked for receipt on time and customers are notified
- ☐ Cash register is operated correctly (over rings minimized)

**4. Housekeeping - assists Manager in ensuring**

- ☐ Routine housekeeping duties are delegated and shared fairly
- ☐ Product "Hold" section is kept neat and orderly
- ☐ Displays are kept clean and orderly
- ☐ Stockroom is maintained in an orderly fashion

**SALES METHODS****VI RINGING UP THE SALE USING THE POS COMPUTER****1. Operating the Cash Register**

- ☐ Rings up routine sales correctly
- ☐ Rings up deposits correctly
- ☐ Rings up exchanges/refunds correctly
- ☐ Rings up labor, postal or service charges correctly
- ☐ Voids over-rings properly on register
- ☐ Knows how to change the receipt and debit paper

**2. Handling Methods of Payment**

- ☐ Counts back change to customer properly on cash sales
- ☐ Knows and verifies requirements for accepting personal cheques
- ☐ Collects and records proper identification on personal cheques
- ☐ Obtains approval on credit card purchases correctly and initials

**3. Gift Cards**

- ☐ Completes invoice for sale of gift card correctly
- ☐ Completes invoice for redemption of gift card when:
  - Purchase price is greater than gift card amount
  - Purchase price is less than gift card amount
- ☐ Knows what to do with a gift card upon redemption
- ☐ Knows that No Cash is given and balance (if any) is written on the gift card

**4. Handling Exchanges**

- ☐ Knows exchange policy for routine sales and discounted sales
- ☐ Writes exchange correctly when:
  - New Purchase price is greater than exchange amount
  - New Purchase price is less than exchange amount
  - One Item is exchanged from a multiple item sale
- ☐ Retags "saleable" exchanged merchandise promptly

**5. Free Rewards Points**

- ☐ Knows policy (when issued & max. \$10 amount per invoice)
- ☐ Knows how to issue correctly
- ☐ Completes sales correctly when credit is redeemed
- ☐ Obtains customer phone number, name, address and email address

**6. Handling Returns for Refund**

- ☐ Knows refund policy for routine sales and sale items
- ☐ Knows refund policy on special orders
- ☐ Knows how to refund cash (max. amount taken from till)
- ☐ Knows how to refund when personal cheque was used
- ☐ Knows how to credit the refund on a credit card purchase
- ☐ Knows how to credit the refund on a debit card purchase

**VII SALES AND SERVICE****1. Competence and Engaging**

- ☐ Makes eye contact, greets and approaches the customers promptly
- ☐ Executes the 180 degree pass-by effectively
- ☐ Uses opening lines that have nothing to do with business and schmoozes with the customer
- ☐ Uses the take away on resistant customers
- ☐ Turns over customers if resistance cannot be broken

**2. Hopes and Dreams**

- ☐ Uses open-ended questions in a logical sequence
- ☐ Supports the customer's answers
- ☐ Concentrates on what the customer is saying
- ☐ Demonstrates with enthusiasm and encourages customers to touch and hold the merchandise
- ☐ Stresses meaningful points discovered in Probing
- ☐ Delivers FABGs (Features Advantages Benefits Grabber) clearly and smoothly
- ☐ Never compares merchandise
- ☐ Always attempts an add-on with every sale (for ex: Multi Vitamin)
- ☐ Delivers trial close creatively and clearly

**3. Concerns and Closing**

- ☐ Is empathetic with the customer
- ☐ Gently smokes out the true objection
- ☐ Handles price objections correctly

- ☐ Recognizes and acts on buying signals
- ☐ Asks every customer to buy
- ☐ Uses appropriate closing techniques for different situations

**4. Building Loyalty**

- ☐ Uses the customers name and personalized remarks when possible
- ☐ Gives full credit to the customer for the decision
- ☐ Thanks the customer for shopping and Invites them to come back

**5. Extras that Enhance Customer Service**

- ☐ Asks every customer to participate in our FREE Rewards Program
- ☐ Bag stuffs every sale with either pamphlets or magazine
- ☐ Writes thank-you notes for VIP or large purchase customers
- ☐ Walks the store with fresh eyes (knows where everything is, what's new, etc.)
- ☐ Is empathetic and courteous when handling customer complaints
- ☐ Turns customers over when extra help is needed
- ☐ Controls personal problems while at work

**6. Sample and Demo's**

- ☐ Knows how to sample products
- ☐ Knows the guidelines for sampling product
- ☐ Knows what to do with empty packages of sampled product

**VIII WRITING UP SALES MANUALLY****1. Writing a Routine Sale**

- ☐ Writes legibly
- ☐ Obtains customer name, phone number, address and email address for our data base
- ☐ Knows where copies of sales slip go
- ☐ Writes stock number and merchandise description
- ☐ Correctly adds subtotal on multiple item sales
- ☐ Calculates sales tax correctly
- ☐ Records method of payment
- ☐ Records date and initials

**2. Writing Discounted Sales**

- ☐ Knows how to calculate percentage-off on merchandise
- ☐ Knows how to note special price due to damage, special promotion, etc.

**3. Writing Special Orders**

- ☐ Knows policy (obtains minimum deposit, time factors, restrictions)
- ☐ Completes special order form correctly when:
  - Merchandise is ordered from supplier
  - Merchandise is transferred from within company
- ☐ Obtains customer's signature
- ☐ Knows where copies of form go
- ☐ Requests transfer or ordering of merchandise properly
- ☐ Notifies customer of merchandise arrival promptly
- ☐ Stores merchandise properly upon arrival
- ☐ Collects final payment for special orders correctly

**4. Rain Cheques**

- ☐ Knows policy (restrictions, expiration dates)
- ☐ Completes the rain cheque form correctly

**5. Holding Merchandise for the Customer**

- ☐ Knows policy (time limit, staff who writes the sale gets the sale)
- ☐ Completes the hold form correctly

**6. Merchandise Classes**

- ☐ Correctly identifies information on pricing stickers
- ☐ Understands how merchandise is divided into classes (foods, vitamins, etc)

**IX PRODUCT KNOWLEDGE**

- ☐ Knows Sangster's History
- ☐ Continuously learns product knowledge and reads-up on new products
- ☐ Knows what pamphlets we have, what they generally say and where to find them
- ☐ Knows how to sell, is familiar with and understands the features / benefits of:
  - The Top 10-20 Sangster's Brand Vitamins, Minerals, Herbs & Herbal Combo's
  - The Top 10-20 Nature's Way Brand Herbs and Herbal Combo's
  - The Top 10-20 Interactive Brand Sports Nutrition Powders
- ☐ Understands and knows what to sell for:
- ☐ The Top 10 Ailments: Arthritis, Cold/Immune System, Weight Loss, Menopause/PMS, Cardiovascular/Heart, Energy/Fatigue, Stress, Allergies, Eyes, Memory/Brain

**OPERATIONAL METHODS****X     OPERATIONS****1. Daily Routines**

- ☐ “Walks the Store” at the beginning of each shift
- ☐ Makes effective merchandise changes when needed (displays, posters, etc.)
- ☐ Keeps merchandise and displays clean and orderly
- ☐ Promptly replaces merchandise sold from displays and shelving
- ☐ Promptly stocks incoming merchandise
- ☐ Fronts all stock as needed and replaces stock on shelves as needed
- ☐ Rotates inventory (closest expiry fronted)
- ☐ Keeps back room door closed at all times
- ☐ Does not stand behind the till unless ringing in a sale, receiving stock or pricing

**2. Performance Statistics**

- ☐ Correctly and promptly fills out own Performance Summary
- ☐ Demonstrates awareness of areas needing improvement from statistics

**3. Cleaning**

- ☐ Shares cleaning with co-workers and follows the schedules (dusting, bathroom)
- ☐ Sweeps and mops floors as needed and follows the schedule
- ☐ Wipes glass shelving and stock as needed & requested to do so
- ☐ Pulls stock off shelves to clean and replaces with nearest expiry to the front
- ☐ Keeps check-out area clean and tidy
- ☐ Takes out garbage as per closing procedure

**4. Miscellaneous Paperwork Procedures**

- ☐ Knows shipping procedures (Purolator, postal, etc.)
- ☐ Writes merchandise transfers legibly and accurately
- ☐ Receives merchandise correctly and accurately
- ☐ Handles damaged merchandise promptly and correctly
- ☐ Writes requests legibly and accurately for each and every product request
- ☐ Knows how to replace printer, fax, receipt printer and debit machine paper
- ☐ Knows how to collect mail, sign for invoices and parcels and where to place them
- ☐ Stamps pamphlets as needed
- ☐ Notifies management if an incorrectly priced product was found and re-adjusted



**5. Opening**

- ☐ Correctly follows and executes "Opening Procedures"
- ☐ Completes store pre-check to ensure the store is ready for business
- ☐ Makes sure money is counted and in the cash register

**6. Closing**

- ☐ Correctly follows and executes "Closing Procedures"
- ☐ Empties trash and takes it to the mall garbage container
- ☐ Takes care of money and correctly closes the POS computer system
- ☐ Turns off lights and locks up properly

**XI EMPLOYEE REGULATIONS AND BENEFITS**

**1. Work Hours**

- ☐ Know how to Request Time Off (written advance notice)
- ☐ Knows how to take unpaid meal breaks
- ☐ Knows the policy on Attendance / Tardiness
- ☐ Knows overtime policy
- ☐ Knows time card procedures and policy

**2. Payment of Wages**

- ☐ Knows present wage rate and commission policy
- ☐ Knows schedule for performance evaluations and wage reviews

**3. Telephone Usage**

- ☐ Answers telephone properly and follows policy
- ☐ Takes messages courteously and accurately
- ☐ Encourages phone shoppers to come to the store
- ☐ Minimizes personal use of the phone

**4. Benefits**

- ☐ Follows employee discount policy and procedures
- ☐ Knows and follows policy on vacations and sick leave
- ☐ Knows procedures for completing insurance forms

**5. Miscellaneous**

- ☐ Complies with mall parking regulations
- ☐ Complies with company dress code

**Action Plan for Learning and Improving:**

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Employee understands and can demonstrate all points in this section:

Date: \_\_\_\_\_ Manager: \_\_\_\_\_

Asst. Manager: \_\_\_\_\_

The main purpose of this position is to manage the entire Business. There are three components to this position: (1) Management Duties, (2) Sales Methods and (3) Operational Methods. When there are customers, you should be focused on Sales, and when there are no customers you should be focused on Management & Operational Tasks.

**MANAGEMENT DUTIES**

**I THE COMPANY**

- ☐ Knows Sangster's history
- ☐ Knows Sangster's philosophy
- ☐ Knows Sangster's structure and objectives
- ☐ Knows the Head Office support staff structure
- ☐ Knows the target market (40+ Female)

**II PERSONNEL**

**1. Recruiting and Hiring**

- ☐ Manages hiring needs
- ☐ Finds new employees
- ☐ Conducts telephone screening of applicants

**2. Induction of New Employees**

- ☐ Following Training Checklist with new hires
- ☐ Continues assistance on areas needing improvement

**3. Personnel Files/Benefits**

- ☐ Explains information regarding company benefits
- ☐ Explains the employee discount policy

**4. Scheduling/Payroll**

- ☐ Controls payroll budget (minimizes overtime)
- ☐ Schedules staff efficiently (maximizes sales opportunities)
- ☐ Understands how to calculate time cards correctly (bonus & overtime also)

**5. Staff Enhancement, Development and Correction**

- ☐ Practices progressive discipline procedures
- ☐ Documents corrective action on warning forms with employee
- ☐ Holds personnel accountable for company policies and procedures
- ☐ Recommends discipline through proper channels
- ☐ Abides by and enforces confidentiality of company property policy

**III MERCHANDISING**

**1. Researching the Competition**

- ☐ Knows who and where the competition is
- ☐ Knows the competitors' strengths and weaknesses
- ☐ Compares pricing
- ☐ Compares selection of merchandise
- ☐ Compares customer service
- ☐ Compares advertising

**2. Inventory Control**

- ☐ Maintains adequate merchandise quantity levels
- ☐ Maintains constant awareness of the possibility of employee theft

**3. Communication with Owner(s)**

- ☐ Shares observations of competition regularly
- ☐ Shares ideas from sales staff and customers
- ☐ Utilizes a "Top Sellers" or "Slow Movers" items list
- ☐ Gives feedback on success and failure of promotions
- ☐ Shares ideas from trade magazines, health magazines, etc.

**4. Promotions**

- ☐ Approves details of upcoming promotions
- ☐ Is aware of when ads are running
- ☐ Informs staff of promotion details in advance
- ☐ Prepares displays, staffing, etc., for promotions in advance
- ☐ Offers suggestions for future company promotions
- ☐ Creates in-store excitement (games, contests, etc.)

**5. Display**

- ☐ Rotates merchandise on display
- ☐ Makes sure displays are clean
- ☐ Makes sure displays are eye-catching (full, fresh, colorful)
- ☐ Keeps displays current

**IV BOOKKEEPING/INCOME AND EXPENDITURES**

**1. Daily Bookkeeping**

- ☐ Reads and understands receipt tape correctly
- ☐ Makes daily deposits correctly (cash, cheques, charges, etc.)
- ☐ Handles credit paperwork correctly

**2. Weekly Bookkeeping**

- ☐ Understands how to complete weekly sales report correctly
- ☐ Sends paperwork to owner/accountant promptly when requested
- ☐ weekly sales report
- ☐ daily sales
- ☐ credit memos, redeemed gift cards

**3. Routine Book Work**

- ☐ Follows procedures for issuing refunds
- ☐ Checks for correctly issued exchanges, refunds, etc.

**4. Store Expenditures/Petty Cash**

- ☐ Documents items purchased on receipts
- ☐ Controls use of telephone
- ☐ Conserves when possible on lighting, air conditioning, etc.

**V STORE OPERATIONS**

**1. Sales**

- ☐ Creating in-store excitement through games to improve statistics
- ☐ Enhancing product knowledge on an ongoing basis
- ☐ Making certain staff knows what is expected of them regarding salesmanship
- ☐ Educating staff on steps for theft prevention
- ☐ Handling customer complaints, problems, etc. wisely
- ☐ Making certain company policy on the sales floor is followed
- ☐ Observing sales presentations by the staff
- ☐ Makes sure store standards are adhered to by all salespeople

**2. Customer Service**

- ☐ Making certain all customers are acknowledged (even when busy)
- ☐ Making sure "building loyalty" is demonstrated
- ☐ Making sure sales staff give correct information to customers

**3. Routine Operations Tasks**

- ☐ Merchandise is received correctly
- ☐ Merchandise is shipped correctly
- ☐ Inventory is spot checked regularly
- ☐ Performance summaries are accumulated and evaluated weekly
- ☐ Opening and closing procedures are followed
- ☐ Hold merchandise is replaced to stock
- ☐ Display merchandise is replaced promptly after sold
- ☐ Special orders are checked for receipt on time and customers are notified
- ☐ Cash register is operated correctly (over-rings minimized)

**4. Housekeeping**

- ☐ Routine housekeeping duties are delegated and shared fairly
- ☐ Product "Hold" section is kept neat and orderly
- ☐ Displays are kept clean and orderly
- ☐ Stockroom is maintained in an orderly fashion

**SALES METHODS**

**VI RINGING UP THE SALE USING THE POS COMPUTER**

**1. Operating the Cash Register**

- ☐ Rings up routine sales correctly
- ☐ Rings up deposits correctly
- ☐ Rings up exchanges/refunds correctly
- ☐ Rings up labor, postal or service charges correctly
- ☐ Voids 'overrings' properly on register
- ☐ Knows how to change the receipt & debit paper

**2. Handling Methods of Payment**

- ☐ Counts back change to customer properly on cash sales
- ☐ Knows and verifies requirements for accepting personal cheques
- ☐ Collects and records proper identification on personal cheques
- ☐ Obtains approval on credit card purchases correctly & initials

**3. Gift Cards**

- ☐ Completes invoice for sale of gift card correctly
- ☐ Completes invoice for redemption of gift card when:
  - Purchase Price is greater than gift card amount
  - Purchase Price is less than gift card amount
- ☐ Knows what to do with gift card upon redemption
- ☐ Knows that No Cash is given & balance (if any) is written on the card

**4. Handling Exchanges**

- ☐ Knows exchange policy for routine sales & discounted sales
- ☐ Writes exchange correctly when:
  - New Purchase price is greater than exchange amount
  - New Purchase price is less than exchange amount
  - One Item is exchanged from a multiple item sale
- ☐ Retags "saleable" exchanged merchandise promptly

**5. Free Rewards Points**

- ☐ Knows policy (when issued & max. \$10 amount per invoice)
- ☐ Knows how to issue correctly
- ☐ Completes sales correctly when credit is redeemed

**6. Handling Returns for Refund**

- ☐ Knows refund policy for routine sales & sale items
- ☐ Knows refund policy on special orders
- ☐ Knows how to refund cash (knows max. amount taken from till)
- ☐ Knows how to refund when personal cheque was used
- ☐ Knows how to credit the refund on a charge purchase

**VII SALES AND SERVICE**

**1. Competence and Engaging**

- ☐ Makes eye contact, greets and approaches the customers promptly
- ☐ Executes the 180 degree pass-by effectively
- ☐ Uses opening lines that have nothing to do with business & schmoozes with the customer
- ☐ Uses the take away on resistant customers
- ☐ Turns over customers if resistance cannot be broken

**2. Hopes and Dreams**

- ☐ Uses open-ended questions in a logical sequence
- ☐ Supports the customer's answers
- ☐ Concentrates on what the customer is saying
- ☐ Demonstrates with enthusiasm and encourages customers to touch and hold the merchandise
- ☐ Stresses meaningful points discovered in Probing
- ☐ Delivers FABGs (Features Advantages Benefits Grabber) clearly and smoothly
- ☐ Never compares merchandise
- ☐ Always attempts an add-on with every sale (Multi Vitamin)
- ☐ Delivers trial close creatively and clearly

**3. Concerns and Closing**

- ☐ Is empathetic with the customer
- ☐ Gently smokes out the true objection
- ☐ Handles price objections correctly
- ☐ Recognizes and acts on buying signals
- ☐ Asks every customer to buy
- ☐ Uses appropriate closing techniques for different situations

**4. Building Loyalty**

- ☐ Uses the customers name and personalized remarks when possible
- ☐ Gives full credit to the customer for the decision
- ☐ Thanks the customer for shopping and Invites them to come back

**5. Extras that Enhance Customer Service**

- ☐ Asks every customer to participate in our FREE Rewards Program
- ☐ Bag stuffs every sale with either pamphlets or Natural Living magazine
- ☐ Writes thank-you notes for VIP or large purchase customers
- ☐ Walks the store with fresh eyes (knows where everything is, what's new, etc.)
- ☐ Is empathetic and courteous when handling customer complaints
- ☐ Turns customers over when extra help is needed
- ☐ Controls personal problems while at work

**6. Sample and Demo's**

- ☐ Knows how to sample products
- ☐ Knows the guidelines for sampling product
- ☐ Knows what to do with empty packages of sampled product

**VIII WRITING UP SALES MANUALLY**

**1. Writing a Routine Sale**

- ☐ Writes legibly
- ☐ Obtains customer name, phone number, address and email address for our data base
- ☐ Knows where copies of sales slip go
- ☐ Writes stock number and merchandise description
- ☐ Correctly adds subtotal on multiple item sales
- ☐ Calculates sales tax correctly
- ☐ Records method of payment
- ☐ Records date and initials

**2. Writing Discounted Sales**

- ☐ Knows how to calculate percentage-off on merchandise
- ☐ Knows how to note special price due to damage, special promotion, etc.

**3. Writing Special Orders**

- ☐ Knows policy (obtains minimum deposit, time factors, restrictions)
- ☐ Completes special order form correctly when:
  - Merchandise is ordered from supplier
  - Merchandise is transferred from within company
- ☐ Obtains customer's signature
- ☐ Knows where copies of form go
- ☐ Requests transfer or ordering of merchandise properly
- ☐ Notifies customer of merchandise arrival promptly
- ☐ Stores merchandise properly upon arrival
- ☐ Collects final payment for special orders correctly



4. **RainChecks**

- ☐ Knows policy (restrictions, expiration dates)
- ☐ Completes the raincheck form correctly

5. **Holding Merchandise for the Customer**

- ☐ Knows policy (time limit, staff who writes the sale gets the sale)
- ☐ Completes the hold form correctly

6. **Merchandise Categories**

- ☐ Correctly identifies information on pricing stickers
- ☐ Understands how merchandise is divided into classes (foods, vitamins, etc)

**IX     PRODUCT KNOWLEDGE**

- ☐ Knows **Sangster's History**
- ☐ Continuously learns product knowledge and reads-up on new products
- ☐ Knows what pamphlets we have, what they generally say and where to find them
- ☐ Knows how to sell, is familiar with and understands the features / benefits of: Top 10-20 **Sangster's Brand Vitamins, Minerals, Herbs & Herbal Combo's**  
The Top 10-20 **Nature's Way Brand Herbs & Herbal Combo's**  
The Top 10-20 **Interactive Brand Sports Nutrition Powders**
- ☐ Understands and knows what to sell for:
- ☐ The Top 10 Ailments: Arthritis, Cold/Immune System, Weight Loss,
- ☐ Menopause/PMS, Cardiovascular/Heart, Energy/Fatigue, Stress, Allergies, Eyes, Memory/Brain

**OPERATIONAL METHODS**

**X     OPERATIONS**

1. **Daily Routines**

- ☐ "Walks the Store" at the beginning of each shift
- ☐ Makes effective merchandise changes when needed (displays, posters, etc.)
- ☐ Keeps merchandise and displays clean and orderly
- ☐ Promptly replaces merchandise sold from displays & shelving
- ☐ Promptly stocks incoming merchandise
- ☐ Fronts all stock as needed and replaces stock on shelves as needed
- ☐ Rotates inventory (closest expiry fronted)
- ☐ Keeps back room door closed at all times
- ☐ Does not stand behind the till unless ringing in a sale, receiving stock or pricing

**2. Performance Statistics**

- ☐ Correctly & promptly fills out own Performance Summary
- ☐ Demonstrates awareness of areas needing improvement from statistics

**3. Cleaning**

- ☐ Shares cleaning with co-workers and follows the schedules (dusting, bathroom)
- ☐ Sweeps and mops floors as needed and follows the schedule
- ☐ Wipes glass shelving and stock as needed and requested to do so
- ☐ Pulls stock off shelves to clean and replaces with nearest expiry to the front
- ☐ Keeps check-out area clean and tidy
- ☐ Takes out garbage as per closing procedure

**4. Miscellaneous Paperwork Procedures**

- ☐ Knows shipping procedures (Purolator, postal, etc.)
- ☐ Writes merchandise transfers legibly and accurately
- ☐ Receives merchandise correctly and accurately
- ☐ Handles damaged merchandise promptly and correctly
- ☐ Writes requests legibly and accurately for each and every product request
- ☐ Knows how to replace printer, fax, receipt printer and debit machine paper
- ☐ Knows how to collect mail, sign for invoices and parcels and where to place them
- ☐ Stamps pamphlets as needed
- ☐ Notifies owner(s) if an incorrectly priced product was found and re-adjusted

**5. Opening**

- ☐ Correctly follows and executes "Opening Procedures"
- ☐ Completes store pre-check to ensure the store is ready for business
- ☐ Makes sure money is counted and in the cash register

**6. Closing**

- ☐ Correctly follows and executes "Closing Procedures"
- ☐ Empties trash and take it to the mall garbage container
- ☐ Takes care of money and correctly closes the POS computer system
- ☐ Turns off lights and locks up properly

**XI EMPLOYEE REGULATIONS AND BENEFITS**

**1. Work Hours**

- ☐ Know how to Request Time Off (written advance notice)
- ☐ Knows how to take unpaid meal breaks
- ☐ Knows the policy on Attendance / Tardiness
- ☐ Knows overtime policy
- ☐ Knows time card procedures and policy

**2. Payment of Wages**

- ☐ Knows present wage rate and commission policy
- ☐ Knows schedule for performance evaluations and wage reviews

**3. Telephone Usage**

- ☐ Answers telephone properly and follows policy
- ☐ Takes messages courteously and accurately
- ☐ Encourages phone shoppers to come to the store
- ☐ Minimizes personal use of the phone

**4. Benefits**

- ☐ Follows employee discount policy and procedures
- ☐ Knows and follows policy on vacations and sick leave
- ☐ Knows procedures for completing insurance forms

**5. Miscellaneous**

- ☐ Complies with mall parking regulations
- ☐ Complies with company dress code

**Action Plan for Learning and Improving:**

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Employee understands and can demonstrate all points in this section:

Date: \_\_\_\_\_ Franchisee: \_\_\_\_\_

Manager: \_\_\_\_\_



The following are general interview questions designed to assist you as you interview potential staff for either part-time or full time, assistant manager and manager positions.

**I        General questions to start with for any position in a retail store:**

1.    What makes you suitable for this retail job?
2.    What qualities do you consider most important in this retail job?
3.    What interests you about selling to customers?
4.    How do you go about familiarizing yourself with the products you sell?
5.    Why are you interested in a position at this company?
6.    Describe a time when you had to handle a difficult customer.
7.    Describe your working hours in your previous position.
8.    What do you know about this company's products and services?
9.    What do you enjoy about working in retail sales?

**II       Additional Questions to ask when hiring for an Assistant Manager:**

1.    What strategies do you use to address employee disrespect or poor performance?
2.    How would you describe yourself?
3.    What 3 adjectives best describe you?
4.    What is your leadership style? Can you give an example of a time when you applied your leadership abilities to motivate or coach an employee?

**III      Additional Questions to ask when hiring for a Manager:**

1.    What did you like or didn't like about your previous or current job?
2.    How would you perform for this store? As in what plan of action would you have?
3.    How do you handle a difficult decision when having to fire someone or settling a dispute between employees?


The following is an application form for general part-time and full time positions. Go to [sangsters.com/media/forms](http://sangsters.com/media/forms) and download a copy or request copies (2 sided) from the marketing department or email: [marketing@sangsters.com](mailto:marketing@sangsters.com)



# Section 11: Job Responsibility Interview Questions & Application


Procedure No. 11.04

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**SANGSTER'S**


The natural choice for health




**A job that fits your healthy lifestyle**

Helping people make the right natural choice for health

*To apply, please fill out the form on the reverse side of this page.*



**Application For Employment**



Date of Application: \_\_\_\_\_ Date Available to Start: \_\_\_\_\_

How did you hear of this Opportunity? \_\_\_\_\_

If you were referred, please give the name of the employee that referred you: \_\_\_\_\_

**My Availability & Job Position (Please check all that apply)**

POSITION	HOURS OF AVAILABILITY							
		Mon	Tues	Wed	Thurs	Fri	Sat	Sun
<input type="checkbox"/> Manager								
<input type="checkbox"/> Asst. Manager								
<input type="checkbox"/> Full Time								
<input type="checkbox"/> Part time								
<input type="checkbox"/> Casual								

**My Personal Information**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Home Phone #: (\_\_\_\_) \_\_\_\_\_ Cell Phone: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Are you legally eligible to work in Canada? ☐ Yes ☐ No

**My Employment History**

<b>Current / Most Recent Employer</b>		Can we contact this company? <input type="checkbox"/>	
Company: _____	Start Date: _____	End Date: _____	
Supervisor: _____	Phone Number: (____) _____		
Position / Duties: _____			
Reason for Leaving: _____		Start Pay: _____	Ending Pay: _____
<b>Previous Employer</b>		Can we contact this company? <input type="checkbox"/>	
Company: _____	Start Date: _____	End Date: _____	
Supervisor: _____	Phone Number: (____) _____		
Position / Duties: _____			
Reason for Leaving: _____		Start Pay: _____	Ending Pay: _____

**Education & Activities**

Please Specify the level of education completed: \_\_\_\_\_

What hobbies and/or activities are you involved in? \_\_\_\_\_

**References**

Name	Occupation	Relationship	Phone Number

This form is also available at [www.Sangsters.com/free/employment\\_form.pdf](http://www.Sangsters.com/free/employment_form.pdf)

