

STORE OPERATIONS MANAGER

• **Talking with managers**

- Customer service and competitive pricing and selection
- Talking with managers to see how they critique associate's work
- Talking to see how they handle problem customers
- Talking to get updates on the stores progress and plans they must change and adjust the store
 - Stores need to change something at least every 3 to 4 months
 - Talking with them to see why changes are being made and giving help or advice on better ways to solve the problem or a better way to get to the same outcome
- Talking to them to see what all their store needs in order to make changes so you can get supplies or help them make the adjustment you see fit
- Make sure all employees at stores know how to read an I.D. and ask for I.D. properly

• **Managing store managers**

- Make sure that scheduling has been done on time and efficient for the store's needs
 - No excess overlap when not needed and not having excessive overtime
- Make sure managers are doing their duties on time and efficiently
 - Make sure managers are following the latest sales and stopping when told to do so as well as updating their staff.
- That inventory counts are done on time and correctly
 - Make sure they are writing down the dates of when their product expires, they are responsible for keeping track and not selling expired products.
- Checking to see if the manager is delegating proper work to associates
- Making sure that managers are keeping up with paperwork and monthly check off sheets in an organized and timely manner.
- Quizzing store managers and their front-end associates about products to make sure that they remain knowledgeable on the product. This means as a store operations manager you also need to remain knowledgeable of storefront product
 - Are they asking the customers the right questions to help find the right device/product for them?
- Be ready to train new managers

• **Back-end record keeping**

- Checking inventory counts for discrepancies, if a store is having a problem they go to biweekly counts of that category, then to weekly, then to daily until it is resolved
- Gathering employee discount receipts and verifying
- Checking store organization
 - Making sure that all colors of devices and accessories are out and visible to the customer
 - That the stores are organized to your liking or to what you think is best for customers. (Refer to the store manager to see what they think will be best they deal with customers daily)
 - Record in store checkup list. Make sure they do markdowns
- Keeping up with write ups/call ins/ leave early/shift swap/time clock corrections/Drs. notes for store managers and associates
 - All paperwork needs to be document and given to accountant to file
- Making sure you're tracking and recording monthly and quarterly store sales
 - There is a monthly and quarterly sales spreadsheet to keep up with this
- Making sure information from Manager meetings and warehouse updates are being given to storefront associates. (Make sure that they have a store meeting, or an employee sit down scheduled to go over this information)
- Establishing reorder points for glassware
 - Track assets sent vs. sold weekly
- Make sure stores are receiving proper restock of items, if they are not receiving a product, they need to say something.

- **Tracking Monthly and Quarterly sales**

- Monthly sales
 - Involves pulling all sales numbers for front end associates and managers
 - Pulling average sales numbers for the store to find if an employee sits above or below the average
 - These numbers help you assess each employee's sales habits.
 - Being upfront as possible with employees about their backend numbers is a good way to let them know how well they are doing overall and is a good way to let them know where they need to improve.
 - Keeping and logging all cleaning sheets as percentage of cleaning tasks done per employee
- Quarterly sales
 - Getting the store sales logged
 - Have the overall sales show and divided by employee
 - Pulling the top 5 selling categories
 - Pulling the worst selling categories
 - Pulling numbers for most consistent categories
 - Then finding what percentage these categories were of the overall store sales
- Observe trends from previous years to better adjust

- **Overall**

- Making sure that storefront employee's/ managers are keeping up with responsibilities and being held accountable for falling behind or rewarded for staying on top of their tasks.
 - Stores are clean and well organized
- If a manager does fall behind it is your responsibility to help them get caught back up.
- It is your responsibility to get the employees as much information they need to succeed and to continue to grow the store.
- **Vehicle provided is for work only**, if you are not working use your personal vehicle.
 - You are allowed 1 errand on your way home, within a reasonable distance
 - If you are caught using the vehicle outside of using for work,
 - first offense is loss of taking vehicle home for 3 months
 - Second offense is termination
 - If you get into an accident while using the company car, not during the usual course of business you will be terminated.
- Company laptops are for work use only, not for personal use for any reason, at any time owners can ask to use your laptop.
- Any purchases on the company card need a receipt, write your name, what it was for, and if you can write which store it was purchased for.
 - Any purchases made outside of work usage, will result in termination
- Spend as much time at storefront as you can, do some surprise visits
 - Manager not there, opening shifts, closing shifts, weekends
- Need to work minimum 40 hours a week, hours can be made up on the weekends or longer workdays
- Weekly reports for each store: inventory counts, projects, what stores you have gone to, questions, updates, planning, etc.
- Make sure staff know who to contact for the problem to be answered quickly
- If you are given a task by Kaylyn or Supreet it needs to be completed by a reasonable time frame or the one provided and needs to be enforced.
- Any special projects assigned

The Operations Manager role is mainly to implement the right processes and practices across the organization. The specific duties of an operations manager include formulating strategy, improving performance, procuring material/resources and securing compliance. You should be ready to mentor your team members, find ways to increase quality of customer service and implement best practices across all levels.

We trust you to help us remain compliant, efficient and profitable during business.