

Unit 3:

Working at a Store

Maytag Washer

Instructions: Listen to the tape. Then, answer the questions.

The customers are shopping for a washer. They can choose between two brands: **Maytag** and **General Electric**.

1. Which brand is top loading? _____
What brand is front loading? _____
2. How big is the Maytag washer? _____
3. How many wash cycles does it have? _____
4. How long is the regular warranty? _____
5. How long is the extended warranty? _____
6. How much does the extended warranty cost? _____
7. What is the regular price of the Maytag washer? _____
8. How much is the discount? _____% for purchase over \$_____.

Bonus question:

How much will the customers pay for the washer? _____

Malls

Note to Instructor: This reading has been removed from this version because it contains copyrighted material which not all programs have permission to use. You may wish to insert your own reading about shopping malls here.

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In the Mall - A Scavenger Hunt

1. Where can you buy professional clothing for men?

2. Where can you get your eyes tested?

3. Where can you get a back massage?

4. Where can you buy a computer game?

5. Where can you ask for information about the mall?

6. On which floor is the store *Payless*? What type of store is it?

7. Where can you get photographs developed?

8. On which floor is the luggage department in *Target*?

9. Name three departments on level 1 in Macy's.

10. Name two departments on level 2 in J.C. Penney's.

11. Go into a store and ask if they are hiring. Bring an application back to class.

more attractive. The most important part of your store is the 20-foot semicircle just inside the front door, since all of your customers will walk through it. Therefore, the entrance should always be open and inviting.

Sound

Loud noises can be very distracting for a shopper. A distracted shopper is less likely to spend time in a store. Noisy machines like vacuum cleaners should not be used during store hours. Even a sales associate's conversation with another associate can be a distraction unless it relates to merchandise and store business. Personal topics should be limited in order to give customer's the best atmosphere for shopping. However, complete silence in the store is uncomfortable as well. Soft background music is welcoming. J' Amy Owens, president of The Retail Group in Seattle, says, "In a dead quiet store, you feel like you have to whisper...when retailers use music, it can lift sales by as much as 20%."

Scent

The goal is to keep your customer in your store as long as possible. Scent can keep people there or chase them away. People are very sensitive to scent, often unconsciously. Sales associates can help keep things smelling fresh by cleaning displays and quickly clearing away smelly items such as food and cigarette butts in receptacles outside of entryways. Sales associates should beware of wearing excess perfume or aftershave, as this too can be a distraction for shoppers.

D. Work with a partner. Rank the following sights, sounds, and smells in order of the positive influence they will have on customers, with #1 having the greatest positive influence.

Sight

- _____ a. Displays in your store windows.
- _____ b. The entrance to your store.
- _____ c. Your personal appearance.
- _____ d. A merchandise display by the door

Smell

- _____ a. Outdoor or mall smell.
- _____ b. Your personal smell.
- _____ c. The scent just inside the store.
- _____ d. Odor coming from backroom.

Sound

- _____ a. Music playing.
- _____ b. Your personal greeting.
- _____ c. Salespeople talking together.
- _____ d. Vacuum cleaner going.

Article and questions adapted from Crisp Workbook 12: Keeping Up Appearances, pp. 14-25

Refer the customer to the competition?

Instructions: Read the options for each case, below. Listen to the cases on the tape. Then, choose the best solution for the case.

Case 1: The software solution

What should the sales associate do?

- a. Tell the customer that she will call him as soon as the new supply shipment arrives and put one on hold for him. Who knows – it might even come in later today!
- b. Ask the customer what he read in the article that made this program ideal for him. Find out more about what he is looking for and see if you have another program in stock that would fit his needs. If not, call the competition.
- c. Call the competition – this man is in a panic and must have that program right now!

Case 2: The burner issue

What should the sales associate do?

- a. Tell the customer that a competitor's store may have it in stock, but that he can special order it for her if she is not in a hurry.
- b. Refer the customer directly to the competition. The sales associate's store does not stock that part.
- c. Tell the customer that he would be happy to special order the part for her. It will arrive in about a week. Then ask if that is soon enough. If she says yes, proceed with the special order.

Offering Alternatives Role Play Peer Evaluation

Instructions: Read the following lists of appropriate behavior for the Sales Associate in the Observing the Customer role play. Then, watch your classmates perform the role play. Use the lists to guide your comments and suggestions. You **do not need to write** your comments.

Sales Associate	
<p><i>It is appropriate to:</i></p> <ul style="list-style-type: none"> Smile Be polite and friendly Be professional Speak clearly Greet the customer promptly Make eye contact Use polite, appropriate language to offer an alternative. Use open-ended questions to find out more information. <hr style="width: 50%; margin-left: 0;"/>	<p><i>It is inappropriate to:</i></p> <ul style="list-style-type: none"> Stand too close to the customer Touch the customer Speak unclearly, too fast, or too quietly Be pushy Chew gum, eat, or drink Say things that are too personal, casual, or rude Use too many dead-end questions. <hr style="width: 50%; margin-left: 0;"/>
<p>What did the sales associate do well?</p> <p>What could the sales associate improve?</p> <p>What did the customer do well?</p> <p>What could the customer improve?</p>	

Safety First

Your customers expect and deserve a place to shop where they don't have to worry about injury. Keep on the lookout for hazards and use common sense when you see dangerous situations like the following.

Rolling clothes racks are a major safety hazard and cause many injuries every year. Customers who are looking at the merchandise can trip on the lower bar of the rack. Broken glass and spilled drinks are “accidents waiting to happen” and must be cleaned up promptly. Unprotected electric outlets are dangerous for children who might wander away from their parents and investigate. Electrical cords dangling from small appliances provide a dangerous handle for pulling the item off a shelf. Small, round objects, such as beads and batteries, and plastic-wrapped products, such as underwear, create an opportunity for people to slip and fall.

Most of these potential hazards can be eliminated with common sense and a commitment to keeping things tidy. Make it a point to check the sales floor regularly and pick up any spilled merchandise, broken objects, loose electrical cords, and even litter.

You should also watch for:

- spilled beverages or food
- sharp corners on display tables
- broken glass and other sharp objects
- overloaded shelves
- damaged product packaging

When safety hazards occur:

- Place barriers (such as yellow cautions signs or orange safety cones) to keep customers away from the site until the problem can be corrected.
- Stay by the site (or ask another associate to do so) until it can be made safe.
- Take care to protect your customers by ensuring they don't enter the area and by letting them know the situation is being corrected.
- Make minor repairs or correct the situation if you are qualified to do so.

Responding to Safety Hazards

1. What is the first thing you should do if someone spills soda or food onto the sales floor?

- a. Call for a janitor.
- b. Clean it up yourself.
- c. Make a barrier around the spill or stand near it to direct traffic away from it until it can be cleaned up.

2. What is the first thing you should do if you find broken glass on the sales floor?

- a. Call for a janitor.
- b. Find a broom and clean it up yourself.
- c. Make a barrier around the glass or stand near the glass to direct traffic away from it until it can be cleaned up.

3. What should you do if a shopper knocks a pyramid of canned food into the aisle?

- a. Call for a janitor.
- b. Pick up the cans yourself.
- c. Check on the shopper, then make a barrier around the cans until they can be cleaned up properly.

4. What should you do if you discover an electrical hazard?

- a. Nothing. The janitor is probably aware of the problem.
- b. Make temporary repairs as best you can.
- c. Secure the area and report the situation to management for response by an electrician or qualified janitor.

5. What should you do with empty rolling racks?

- a. Call for a custodian to remove them.
- b. Remove them yourself to a separate room not used by customers.
- c. Move them against a wall where they will be out of the way.

Help! There's Been an Accident!

Nobody really knows how he or she will react when an accident occurs, especially if it is life-threatening. That is why you should think ahead about how you might respond if such a situation occurs. There are three traits a sales associate should develop now in case an accident occurs later.

- **Be Aware.**
- **Be Professional.**
- **Be Prepared.**

Be Aware.

The first step is to become familiar with any safety policies and procedures at your workplace. Accidents happen suddenly, so you need to respond quickly. Be sure you know whom to call if CPR is necessary.

If you are the one who is injured, you should promptly report the work-related injury or sickness to your employer. If your store has a certain number of employees, you may have to file a workers' compensation claim. Some states have a time requirement on worker's compensation claims – they may have to be reported within 2 to 30 days after an injury.

Be Professional.

Whenever an injury occurs, keep the following points in mind:

- Don't panic. Remain calm and reassure the victim that help is coming.
- Keep an injured person lying down and quiet. **NEVER MOVE THE VICTIM!**
- Notify store security or management. Report the injury, what happened, and the current condition of the victim.
- Call 911 if the injury is serious or life-threatening.
- Always provide an accurate report of the incident.

Be Prepared.

It is important to anticipate accidents that may occur and prepare yourself for them.

- Ask your store to provide a small first-aid kit that can be kept handy, near the cash register. However, never give anyone any type of drug – even aspirin.
- Take the time to learn CPR – you could save someone's life!
- If your store does not have an emergency phone list posted, create one.

Adapted from CRISP workbook 10, pp. 32-35.

Responding to Injuries and Emergencies

Instructions: Read about the following situations and discuss how you should respond.

1. Customer: "I have a terrible pain in my chest. I think I might be having a heart attack. Please help me!"

2. Customer: "I just cut myself on a staple sticking out from a box of detergent. Do you have a bandage?"

3. Customer: "Excuse me. A lady in the next aisle just slipped on a spill of some kind, and I think she has hurt herself."
