



Heritage House Candle Co.

EMPLOYEE HANDBOOK

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WELCOME TO HERITAGE HOUSE

At Heritage House Candles we are committed to providing customers with an in-store experience unlike any other. In order to provide that, there are certain skills, methods and dispositions that we require of our employees. Working with with the public is a pleasure and we want to make sure our customers and you have a great experience.

This guide will show you the ropes. Unlike other employee manuals, this hands experience will take you away from the page to in person practice. From unlocking the doors, to closing up shop- it's all here.

Don't worry, someone will be there to guide you as you learn and there will be space for questions and feedback.

Excellence lives here.



USING THIS WORKBOOK



Remember when we said this employee manual would be different? It's more workbook than manual but can be easily completed using the Read It, Try It, Check It method.



Read It

With your trainer, read over the section that you're being asked to focus on. Note the pictures that are there to help.



Try It

The best way to learn is to do! After going through the lesson with your trainer, you give the task a try!



Check It

Ask your trainer for feedback and have them to check your work. Cross this item off of your list!

OPENING THE STORE

Morning shift employees have the very important task of opening the store on time.

Our store hours are 12-12, Monday Thru Friday with holidays as an exception.

The pages that follow list in detail the processes to open the store.

Entering the Store	pg. 4
Turning the Lights On	pg. 5
Turning the Music On	pg. 6
Starting the Point of Sale	pg. 7

On the go? Access the instructions to opening the store here.



INTERACTING WITH CUSTOMERS



At Heritage House, we want to make sure every customer feels like they're our favorite customer. They should walk in a stranger and leave a friend, or at the least, a promoter of our store. The way we make our customers feel is important and keeps them coming back day after day.

Interacting with customers is an art. Knowing when to approach, when to give space and how to anticipate their needs is learned over time. For now, try the steps on the next page to get started.



INTERACTING WITH CUSTOMERS



Greet

Greet every customer with "Welcome to Heritage House, my name is _____ and I'll be to assist you if you need anything."



Retreat

Give customers some time to browse and then check in again. Ask, "Are you still finding everything ok?" Reassure the customer that you're there if they need you.



Stay Sweet

Be sure to stay sweet from the customer's entry to exit. Send customers off with the phrase "Thanks for visiting Heritage House. Have a great day!"

Try It

Your trainer will leave it up to you to greet the next customer that enters. Don't be shy, say hi!

Questions or Concerns

Check It

Ask your trainer to check your work. Cross this item off of your list! You're a light switch expert! You're lit!