



RETAIL SALES ASSOCIATE (RSA)

Overview Guide



PURPOSE.....	3
OBJECTIVES.....	3
CUSTOMER SERVICE STANDARDS – 5 MAIN STANDARDS.....	4
OVERVIEW	4
CREATE A GREAT CUSTOMER SERVICE EXPERIENCE	5
CHANGE CAMPAIGN.....	5
ANNOUNCEMENTS.....	5
ASSIGNMENT SHEET	6
OPENING TASKS.....	7
CLOSING TASKS.....	7
CASH HANDLING.....	8
CASH DRAWER ORGANIZATION	8
FLOOR WORK OVERVIEW	9
PRICING BASICS	9
FLOOR WORK TASKS.....	10

PURPOSE

This document outlines the basic responsibilities of a Retail Sales Associate (RSA). It is to be used as a general reference to answer common questions regarding job duties and customer service. While this document explains the RSA job function, the information is applicable for all job functions within Goodwill retail stores.

OBJECTIVES

By the end of this module, you will be able to:

- State the five main RSA customer service standards
- Explain how you can provide a great customer service experience
- Describe how to ask a customer for an additional monetary donation
- Demonstrate how to do a store announcement
- Complete daily floor assignments
- Differentiate between an opening and closing task
- Clarify how the six-week rotation cycle works

CUSTOMER SERVICE STANDARDS – 5 MAIN STANDARDS

To meet Goodwill's standards, all team members must work towards the same goal... to provide excellent customer service and maintain our retail stores to the highest level of standards. You are the brand. The type of customer service you provide and how you present yourself matters. The front of the store is often a customer's first impression of Goodwill.

OVERVIEW

Customer service is our first priority. Here are the 5 main RSA standards to follow in regards to customer service:

1. Greet customers as they enter and thank them for coming as they leave.
It lets people know we are there to help and also helps with asset protection.
2. Monitor register lines at all times; the goal is to have a maximum of three customers per line. If a line exceeds three, request a backup RSA over the intercom.
3. Answer phone calls within three rings and use the proper greeting. **Reference the Customer Service Guide document for acceptable greetings.**
4. Make announcements every 15 minutes; or more frequently if the store is busy. Announcements are a mandatory RSA job duty.
5. Rather than pointing a customer in the right direction, lead them to where they can find the item(s) they are looking for.

The 5 RSA main standards are:

- 1. Greet every customer*
- 2. Monitor register lines*
- 3. Answer calls within 3 rings*
- 4. Make announcements every 15 min*
- 5. Lead customer to find items*

Note: See the Customer Service Guide for acceptable phone call greetings.

Customer service is our #1 priority!

CREATE A GREAT CUSTOMER SERVICE EXPERIENCE

Goodwill is not a store that customers need to come to; it's a store we want people to come to! That is why customer service is so essential and critical.

To show our customers just how valued they are and how much we appreciate their business, follow these simple customer service principles to create a great customer service experience:

- Demonstrate our company values
- Take steps to solve a problem
- Listen
- Think outside the box
- Show customers you care
- Go out of your way or above and beyond to help a customer
- Set yourself apart from everyone else
- Provide the type of customer service that you would like to receive

CHANGE CAMPAIGN

As an RSA, it is part of your job duties to provide excellent customer service and be knowledgeable about the services Goodwill provides.

As you know, it is our company's vision of "ending poverty through the power of work" and donated items are a large part in funding this. In our retail stores, the Change Campaign was added so we could raise additional money to meet the continued demand for our services. After each transaction, we ask our customers if they would like to make a cash donation to support our mission. 100% of cash donations go directly to funding our programs. See the Customer Service Guide for more information.

ANNOUNCEMENTS


Announcements are mandatory and it is the RSA's responsibility to make an announcement every 15 minutes or sooner if the store is busy.

Announcements are often ignored so strive to make your announcements engaging and don't be distracted by how your voice sounds.

Please see the script examples in the Customer Service Guide to help you get familiar with making an announcement.

Customize them, as needed for your store and remember customer service is the key. RSAs must always check with their leadership team for approval before modifying an announcement.

ASSIGNMENT SHEET

						
SHIFT	NAME	15	30	15	REG #	ASSIGNMENTS

COMMENTS:						

MANAGER CHECKLIST					
	9AM	12PM	3PM	6PM	9PM
Floor walk – through					
Check donation area					
Check restroom					
\$200.00 drops					
Register areas clean					
Compactors and doors					
4 corner of sales floor					
Registers in safe					

Date:

Donor Count:

Today's Sales Goals:

Today's Specials:

Reminders:

- ❖ Customers are not an interruption of our work...but the reason for it!
- ❖ Make announcements every 15 minutes
- ❖ Always follow the 8 foot circle of Customer Service
- ❖ Answer the phones in three rings or less with a smile!
- ❖ Be polite, professional and say thank you to each customer.

Put your initials in the time checked

Figure: Assignment Sheet

Store management uses the assignment sheet to keep track of break and lunch schedules, daily RSA project assignments, and other front-end operations tasks. Store managers need to communicate this information to RSAs before they start their shift.

The following information for each RSA should be on the assignment sheet: shift duration, name, breaks (two 15 minute, if applicable), lunchtime, register number, and assignments. The Assignments column notes the daily assignment(s) for the day and are in addition to your other tasks.

Reference the assignment sheet for your break and lunch schedule and your daily project assignment.

For more information regarding the assignment sheet, please ask your leadership team.

OPENING TASKS

Here is a list of opening tasks that may be delegated to you. You may be required to do these tasks throughout the day.

Opening tasks include:

- ✓ Stock registers with register & scotch tape, bags, pens, stapler, staples, sold tags, & wrap/newspaper
- ✓ Clean windows and doors
- ✓ Verify register till amount
- ✓ Clean mirrors around store
- ✓ Clean restrooms and stock with supplies
- ✓ Sweep and pick up around entrance
- ✓ Sweep entry mat and ensure it is free of debris (not all stores have entry mats)
- ✓ Empty outside trash
- ✓ Clean and prepare donation area
- ✓ Dust and spot mop sales floor
- ✓ Put go back merchandise in correct department
- ✓ Verify all hold merchandise has been returned to sales floor
- ✓ Confirm donation bin is empty at front of store and ensure accurate counting of all donations using the Tally Sheet at the front of the store

CLOSING TASKS

Here is a list of closing tasks that may be delegated to you so all tasks are completed before closing the store. You may be required to do these tasks throughout the day.

Closing tasks include:

- ✓ Put all racks and go back merchandise away
- ✓ Sweep and mop all areas of store, this includes sales floor and back areas
- ✓ Clean register area
- ✓ Stock all registers so they are ready for morning
- ✓ Work with your leader to count down and balance register
- ✓ Straighten aisles/departments; remove items such as tags, clothing, and electrical items from floor
- ✓ Size and colorize clothing, ensure all items are facing same direction
- ✓ Take all donations to production room and put in proper place
- ✓ Bring all donations in from outside; nothing is to be left outside

CASH HANDLING

Here are some policies and procedures you need to follow relating to cash handling.

Balancing Drawer: Follow proper procedures to close batches and complete closing envelope; this includes having store management verify cash.

Cash Drops: Cash drops should be done when a register till has reached \$200 beyond the amount of opening. The opening amount is \$100. You must be present to verify dollar amount of every cash drop with store management.

Credit Cards: See proper procedures on following pages.

Dollar per Customer: \$14.00 is the goal. Verify correct prices are used for blanket priced items, check price codes on merchandise, and do not give unauthorized discounts.

Money Checker: A device used to detect counterfeit currency. Any bill \$20 and higher must be checked with the money checker. At no time, should an individual hold a bill up to the light or use a marker to verify. RSA's can check \$20 bills; however, all bills larger than \$20 must be verified by a Retail Sales Cashier or retail leadership. If you suspect a bill is counterfeit, call for assistance.

Over/Short Variance: Inconsistent cash handling, or a drawer overage or shortage of \$5 or more may result in a coaching. An overage or shortage of \$20+ may result in disciplinary action.

CASH DRAWER ORGANIZATION

Organize cash drawers as follows:

- Place all bills (\$50 and over), credit card receipts, and media under the cash drawer.
- Organize cash and media throughout the day to make closing out faster.
- Keep unopened coins in its own compartment. Do not unwrap until there are only a few coins left.



FLOOR WORK OVERVIEW

Floor work is a necessary and required task for all team members, especially RSAs. Keeping the store clean and organized makes it easier for our donors and customers to shop. Remember customers have a choice and may choose another Goodwill store in your area or none at all.

Use this task as a chance to make a difference! When the sales floor is maintained, and everything looks nice, you are demonstrating to our donors and customers that they are valued and welcome in our stores.

PRICING BASICS



Every item in our retail stores is priced using established guidelines and market value, and we use six color tags: blue, purple, pink, green, yellow, and orange. Each week a color is pulled off the floor to make room for another color going out.

Production	On Floor	On Floor	On Floor	Discount	Pull
Blue	Orange	Yellow	Green	Pink	Purple
Purple	Blue	Orange	Yellow	Green	Pink
Pink	Purple	Blue	Orange	Yellow	Green
Green	Pink	Purple	Blue	Orange	Yellow
Yellow	Green	Pink	Purple	Blue	Orange
Orange	Yellow	Green	Pink	Purple	Blue

The tag rotation is a six-week rotation cycle. What this means is, that a specific color tag is produced on week one and stays out on the sales floor for five weeks. On the fifth week, that color tag goes on sale for 50% off. The sale starts on a Friday and goes through Wednesday. On Thursday, the same color tag goes on sale for \$2.00. If the item still does not sell, on week six, it is pulled from the sales floor and is sent to the Retail Operations Center (ROC).

FLOOR WORK TASKS

Floor work and pulls are a necessary part of maintaining our stores. It also ensures that we offer our customers the best selection by rotating older stock to make room for fresh merchandise to be put out.

Tip: Work section-by-section, colorizing, sizing, pulling, facing, as you go.

This process called floor work encompasses pulling, sizing, facing, colorizing, organizing, dusting, and cleaning.

Here are some descriptions of floor work tasks:

Colorizing – This is arranging clothing, linens, and shoes according to the color chart.

Facing – In clothing and linens, the right side always needs to be facing outward.

Pulls – After six weeks, depending on the stock rotation, items are pulled from the sales floor starting Friday for distribution to the ROC for clearance sale. What to pull is determined by the color of the week. An easy way to remember this is whatever color tag was on sale for \$2.00 on Thursday is pulled starting on Friday.

Re-tagging - Re-printing a price tag for an item without a tag. All items must have a proper tag before leaving the store. Follow pricing procedures when reprinting a tag.

Go backs – This is putting misplaced rolled merchandise back in the correct location.

Sizing/Grouping – Sizing is arranging items by size, starting with small and going up to the largest size. Size rings are placed within the clothing racks to help keep the clothes sized correctly. Grouping is placing like items together and is used throughout the store.

COLOR COORDINATION CHART	
Yellow	
Orange	
Red	
Burgundy	
Purple	
Pink	
Green	
Aqua	
Blue	
Beige	
Rust	
Brown	
Grey	
Black/White	
Black	
White	

Important Note: As an RSA, you are responsible for pulling, sizing, facing, and colorizing/grouping your assigned section(s) of the day. If you are the only RSA on duty at the time, be sure to work as close as possible to your assigned register.