

**GUESS, Inc.**  
**Employee Training Manual**  
**Store: 5041**





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## **Introduction**

### **Welcome!**

By accepting a position at GUESS you are now a part of one of the most recognizable fashion lifestyle brands in the world. To our customer, you represent the image they see in billboards and in magazines.

Your initial training will introduce you to the GUESS Customer Experience (GCE). You will be given the tools and information you need to be successful in your role. As a Sales Associate, you introduce our external customer to the GUESS lifestyle and create brand loyalty through commitment to service and excellence.

We believe you are a customer as well. Your managers will do their best to provide an excellent customer experience to you, our internal customer, during your training and throughout your career with GUESS.



# Chapter 1

## Employee Training



## Chapter 1: Employee Training

The employee training process will last approximately 4 to 5 business days. This will ensure you will have the necessary knowledge and hands on training needed to be considered a Sales Associate. The first day of training will consist of employee training videos and an accompanying quiz over the material learned. This day will also be a day in which any paperwork you must fill out is completed. The following days will be for hands on training as well as dry-run practices with the store manager. You will also have practice with team selling with other Sales Associates on the floor. The amount of time it takes for these practices is at the store manager's discretion.

### Employee Training Videos

The employee training videos is your first step in becoming a Sales Associate with GUESS. An employee is to sit through these videos before any walk-throughs are conducted. There are a total of two videos, each with lengths around 45 minutes to an hour.

The first video will introduce you to the company. It will go into greater detail of exactly how brothers Paul and Maurice Marciano launched the brand. It will also explain what is expected from all employees. This includes always showing professionalism at the workplace, being courteous to others, and displaying the company in a positive manner when possible. General products sold with the company will also be discussed.

The second video demonstrates a wide variety of scenarios a Sales Associate may encounter. For example, the video will give ways to properly sell a handbag. Selling products will be furthered discussed in chapter two. This video will also demonstrate how to keep a wary eye out for shoplifters. It will give tips as to how to spot these criminals, ways to prevent theft, confronting a criminal, and what to do after theft has been taken place. Theft, also known as *shrink* in the retail world, will be furthered discussed in chapter 4.

You are also expected to take a quiz after both videos. The minimum required score to pass is 85. This will ensure the employee fully understands all the material. You are allowed to take notes during the videos, but the notes *may not* be used during the quiz.

### Product Knowledge

The following will introduce you to our world-renowned denim jeans. Our denim jeans are what separate us from any other retail store in the world. This section is only meant for an introduction to denim as it is the most sold product (for both the men and women's department) in our

company. All other products, including denim, are further detailed in the product knowledge (PK) binder.

#### Women's Denim:

- *Britney Skinny* - Our classic skinny, this five-pocket fit caters to a variety of body types. It's medium-rise and contoured waistband hold in your body for the perfect fit.
- *Starlet Straight* - This low rise style is a super-slim fit with a slim straight leg opening from the knee to ankle.
- *Daredevil Bootcut* - These classic bootcut jeans feature a wide waistband that sits low on the hip and a flattering cut that opens to a slight flare below the knee.
- *Britney Short* - These cutoffs come in classic stretch denim and our coveted Brittney fit that caters to a variety of body types.

#### Men's Denim:

- *Skinny Jean* - With a true skinny fit and versatile shade, these jeans give a person a modern look.
- *Falcon Bootcut* - With a light wash and slim bootcut fit, these jeans have easygoing versatility with modern appeal.
- *Desmond Straight* - With a relaxed fit and a casual low rise, these jeans are perfect for everyday casual style.
- *Lincoln Straight* - Featuring a slim fit with faded details, the Lincolns have an authentic, worn-in feel.

### **Dress Code**

As mentioned before, an employee with GUESS is expected to display the company in a positive manner, including our dress code. During any given shift, you are allowed to wear GUESS clothing. You *are not* allowed to wear shorts or flip flops during your shift, however.

You may choose to wear other clothing besides GUESS wear. The restriction here is that the clothing should not display any other symbol or slogan from another company. Women are allowed to wear either shoes or heels, and men are allowed shoes.

# Chapter 2

## The Art of Selling



## **Chapter 2: The Art of Selling**

Our customer isn't just shopping for a new pair of jeans, a watch, or a handbag. Our customer wants to be a part of the GUESS lifestyle. They want to find something special, treat themselves, or find their new favorite outfit. Your training in the GUESS Customer Experience will prepare you to wardrobe the customer. You will receive ongoing training in our product and selling techniques through the 5-Minute Meetings. The 5-Minute Meetings are meant to keep a Sales Associate up to date with the latest fashion trends and new deliveries. These types of meetings will be discussed in detail in chapter 3.

There are seven customer impression points by which our customer compares the GUESS image to their actual shopping experience in our store. Combined, these impression points make up the GUESS Customer Experience. When every interaction with your customers exceeds their expectations in all of these impression points, you are delivering the GUESS brand promise.

### **Customer Impression Point #1 – Windows**

The windows are the first impression the customer gets of our store. Opening and closing productivity ensure the windows are sparkling clean and well-maintained (all of which will be explained in chapter 3). Every time you walk into the store for your shift, take a look at the windows to make sure the body forms are dressed and styled. Within the first ten minutes you are in the store, you should locate all the items in the window every time the body forms are dressed differently. When customers ask about a particular article of clothing on the body forms, you want to be ready.

### **Customer Impression Point #2 – Greeting**

Our customers want to be greeted and are very sensitive to being ignored. They come into GUESS to feel like the models and celebrities they see in our ads and in magazines. Customers should be greeted within 20 seconds of entering the store and when they are comfortably close to you anywhere in the store. You must always stop any tasking you may be doing to greet a customer.

Welcome customers with a genuine smile and a non-business greeting. Use different greetings with every customer. Always remember to be sincere. Strike up a conversation and possibly figure out if they need a particular type of style for an upcoming event.

### **Customer Impression Point #3 – First Impression**

You only have once chance to make a first impression. The customer will decide within the first minute if our store lives up to their feelings about the GUESS brand based on their impression of

the team and the store environment. A friendly smile and fashion forward associates set the tone for the customer's visit.

Get to know your customer like you would someone you just met at a party, for example. Ask open-ended questions (also known as questions that cannot be answered with a 'yes' or 'no') to learn about them. Taking the time to get to know your customer makes you more like a person and less like a salesperson. This trusting relationship will keep them coming back to you for fashion advice because you are more like a friend. The following table lists a few open-ended questions you might ask.

<b>OPEN-ENDED QUESTIONS</b>
What brings you to the mall today?
What are your plans this weekend?
What are you looking for today?
What's the special occasion?
Who are you shopping for today?
What style of denim do you prefer?

Tips for a GUESS first impression:

- **Don't stand around or lean on anything**
  - GUESS isn't boring and your customer does not want to see an employee looking bored. Keep your energy high by being helpful and maintain the store during downtime.
- **Engage each customer and make them your first priority**
  - If you are more focused on having a conversation with another associate than the customer, you aren't making the customer feel special. Never ignore your customers.
- **Give a smile and make eye contact with anyone waiting on the sales floor, in the fitting room, or at the cashwrap**
  - When customers are waiting, they want attention right away. Talk to them, keep them informed, and find ways to entertain them. If a customer is waiting, they want to see you moving quickly and acting with a sense of urgency.
- **Don't ask "May I help you?" or "Are you finding everything okay?"**
  - The GUESS customer is not helpless or needy. As a fashion expert, you are there to give fashion advice, locate sizes, recommend items, and make them feel special. Fashion experts engage the customer and present GUESS product with confidence.

### **Customer Impression Point #4 – Staff's Knowledge**

Your initial training is just the beginning of your fashion/selling education. Trends change with the seasons and a GUESS customer wants to be up to date on what's new. You will receive

ongoing training on new product, trends, and styling options in your store. The product bulletin board, which is located in the stock room, as well as the 5-Minute Meeting you receive at the start of your shift each day, is kept up to date with new fashion information. The best way to learn about our product is to try it on yourself and to interact with customers in the fitting room to see how different style and fits look. You will have opportunities to do this with a “fit session” conducted during a store meeting. Your ongoing training in product knowledge is all you need to successfully sell the GUESS lifestyle to our customers.

Adding on accessories for example will boost sales. You can approach add ons in two ways:

*Similar, similar, different* – suggest items to the customer in the same category as what they have already picked up. If they have a bootcut jean, suggest another bootcut in a different fit or wash and then a different style of jean (a skinny jean for example).

*Wardrobing* – suggest items to the customer to complete an outfit. In the same scenario as above, you would suggest a top, belt, footwear, or whatever else works.

As you transition your approach from non-business to selling, remember to mention the Loyalty Program. By assuming your customer is a loyalty member, you can point out the benefits of the program without selling it to them. By asking, “Do you want me to check and see if you have any awards available?” you are offering a service to current loyalty members and peaking the curiosity of nonmembers. Present it to nonmembers with confidence. “You’re not a member of our loyalty program? Let’s sign you up! Anything you purchase could be adding up to dollars off future purchases”.

### **Customer Impression Point #5 – Fitting Room**

Being there when your customer enters the fitting room shows your interest and availability to the customer. Let them know you want to see what they’re trying on and that you’ll be there with another size if needed. The fitting room is where most buying decisions are made. Your customer is trying on our merchandise and is probably asking themselves at least one of these questions:

- ❖ “Do I really want this?”
- ❖ “Do I really need this?”
- ❖ “Should I wait until it goes on sales?”
- ❖ “Can I wear this a lot?”
- ❖ “Does this look good on me?”

As a GUESS fashion expert, you must ensure the customer is happy with their selections and eventually leaves the store feeling like they are a part of the GUESS lifestyle. Assume they are asking themselves one or many of the questions above and reinforce their decision to buy merchandise.

If they are in the fitting room, they are already considering buying. If you successfully reinforce their decisions they will buy. You may be able to reinforce their decision by complementing the fit or style on the customer. Sometimes you will have to suggest alternatives or discover what objection the customer has to the product. Continue to ask questions to discover what objection he or she has to the product. Continue to ask questions to discover what the customer is thinking and make them feel confident about the product and making a purchase. Ask questions to discover:

- Is it the price, style, or just the color? Suggesting alternatives can save the sale
- Has the customer tried this style before? Showing the customer how to wear a new style or explaining why the fit looks great on them can save the sale.

Remember not to come off like a salesperson. You want to gain the customer's trust, so don't tell them they look great in something if they don't. Offer alternatives instead. Approach any objections the customer gives with friendly understanding.

Don't be afraid to remind the customer of something they tried on that looked great on them. You may get them to reconsider buying additional items simply by asking about the item. Example: "What about that striped top? It looked great with this pair of jeans".

### **Customer Impression Point #6 - Cashwrap**

The sale isn't done when the customer approaches the cashwrap. The *cashwrap* is the area where the register is located. There are still opportunities to add on and reinforce the customer's decisions. It's all in the approach. Saying, "Did you see our accessories?" isn't as effective as "We have the perfect handbag for these shoes. Let me show it to you".

The loyalty program should also be revisited at this point. Simply asking for the customer's loyalty card can open up the loyalty conversation. Be sure to remind the customer that any sales or a combination of sales over a period of time that adds to \$200, the customer will receive \$10 in free rewards.

### **Customer Impression Point #7 - Exit**

Whether it's on their way from the cashwrap or when they're close to the door, always thank the customer. If you know their name, use it. Be personal and genuine whenever possible. Say "I know you will love these shoes" or "That outfit is perfect for your concert". You can also refer to previous conversation and say, "Let me know how the party goes" or "Come back and see me. We get new product every week".

Going above and beyond

If you want your store to go beyond the customer's expectations of the GUESS brand, take it a step further. Look for opportunities to make a lasting impression.

- Do more than the customer expects. Offer water, call other stores to locate merchandise not found in the store, or entertain friends and family that are waiting
- Bag his or her purchase with care and walk the bag around the cashwrap with a sincere smile and eye contact.
- Offer any assistance the customer may need
- ALWAYS acknowledge customers that you've seen before



# Chapter 3

## On Duty



## Chapter 3: On Duty

There are many important aspects to remember while on duty, which will be discussed in the following. This includes clocking in, pre-opening duties, shipment, 5-minute meetings, working the register, etc.

Keep in mind, your performance and attitude while on duty will either bring customers back or drive them away. Be sure to always give our customers the GUESS Customer Experience to ensure they do in fact come back to our store.

### Clocking In

As a good rule of thumb, show up for your shift around five minutes early. Before clocking in, you must first meet with the acting manager on duty so he or she is aware that you are present. Showing up early will give you the time to do this. Also during this time, you should put away your belongings in the locker that is assigned to you by the store manager.

1. Go to the cashwrap and use the register to log in
2. Press “F2” on the keyboard
3. Enter your employee ID
4. Enter your unique password
5. Press “F2” once more and you are successfully clocked in

After your shift is done, follow the same procedures above to clock out. Also when you are ready to clock out, it is important to meet with the acting manager on duty again to ensure the next Sales Associate scheduled is present to cover your zone.

### Prior-Opening Duties

When scheduled for opening shifts, you must wait for the manager that is also scheduled with you to show up, as he or she has the keys to open the store. After that, do not forget to clock in. Typically, an opening shift will start two hours prior to the store opening for business. This gives you enough time to complete the required duties listed in the following.

Dusting - The entire store must be dusted. The duster is located behind the cashwrap in the far left cabinet. Any big dust mites on shelves or tables can be placed on the floor, as you will sweep afterward.

Sweeping - The floor must be swept using the large sweeper. Be sure to sweep in the small areas as well, as these are the areas where trash and dust accumulate the most. All the particles collected must be disposed of in the trash, which is located behind the cashwrap.

Mopping - There will be parts of the store that will need to be moped. This is because a customer from the previous day spilled a drink, for example. To mop a certain area that needs to be moped is known as *spot cleaning*. First, locate the mop bucket and fill with a mixture of water and cleaning solution (found on the back shelf next to restrooms). Then proceed to mop the areas that need to be spot cleaned.

Cleaning Surfaces - All surfaces must be cleaned using Windex and paper towels. These areas include tabletops, mirrors, shelves, windows, and the counters next to the registers. Be sure to get rid of all spots and fingerprints.

By doing these few duties, you will make the store more presentable and ready the store for the day. Also, by making the store clean and spot free, it will help to bring back customers.

## **Shipment**

If time allows before the store opens, the manager may ask you to process shipment. *Shipment processing* is the act of clipping security sensors to new merchandise that is sent to the store.

*How and what to sensor:*

- **Shirts** (both men and women's) must have the sensor clipped on the lower right hand side of the shirt. An easy way to remember this is with the phrase, "wears right". This means, if you were to wear the shirt, the sensor must be placed on your right side.
- **Jeans** (both men and women's) must have the sensor clipped on the right leg toward the ankle.
- **Handbags** must have the sensor clipped in the same spot where the price tag is. This is typically in one of the inside pockets of the handbag.
- **Accessories** come already clipped with sensors when they arrive in shipment.

Shoes, perfume, and cologne are not clipped with sensors, as they are located in the stockroom. A manager may ask you to process shipment while the store is open for business when traffic in the store is slow.

## **5-Minute Meeting**

A 5-Minute Meeting is meant to give you updated information on the store, procedures, and merchandise. It also serves as helpful reminders on things you may have forgotten. These meetings are conducted with the acting manager five minutes before your shift or five minutes before the store opens for business (if you are on the opening shift).

## **Answering Incoming Calls**

When calls come into the store, it will typically be other GUESS stores calling to see if we have merchandise not found in their store. On other occasions, it will be customers asking about merchandise. Whoever may be on the other line, you should always answer the phone using this phrase:

*“Thank you for calling GUESS, this is [your name], how may I help you today?”*

If you need to perform a stock check in the back, make sure you inform another associate to cover your zone.

## **Working the Register**

A manager may assign you to work one of the three registers. Anytime you use the register to ring up customers, you must log in using your employee ID and password (as with clocking in) by pressing “F4”.

*To ring up customers:*

1. After logging into your register, ask the customer who was helping them out. Then look up that particular associate or manager and press enter. This will ensure that employee receives the sale from that customer. If no one was helping out the customer, you are allowed to take that sale.
2. The next screen that opens after will be for our loyalty program. Ask the customer if he or she is a member of this program. *If they are*, input either their phone number or scan their loyalty card. *If they aren't*, ask if they would like to join. Inform the customer that by being a part of the loyalty program, every dollar they spend is a point. For every 200 points, the customer will receive a ten dollar discount. Also inform the customer that the program is completely free, as this proves to be a deciding factor in some customers.
3. The next step is to scan each item using the bar code scanner. Each price tag that is scanned will show up on the computer. As you are scanning, be sure to remove all sensors clipped to the merchandise. To do this, place the large part of the sensor on the desensoring device below the register. The sensor will then snap loose.
4. After all items are scanned press the “F11” key to total up the purchase. A pop-up will display the different types of payment. If the customer is paying with a credit card or debit card, ask the customer to swipe their card on the credit card reader. The customer will then follow the steps it asks. If the customer pays with cash, enter the amount they are giving you and give the customer the necessary change. Remember, we do not accept checks.
5. Wrap the merchandise in tissue paper and place it into an appropriate size shopping bag. Ask the customer if he or she would like the receipt in the bag or with them. Then proceed to walk around the cashwrap and hand the customer their purchase. By doing this, this adds to the GUESS Customer Experience.

*Keep in mind, only a manager is allowed to process purchase returns a customer may have.*

You can use the register for many other things, other than ringing up customers. For example, if you would like to know the dollar amount of sales you have sold so far in your shift, an employee performance report can be displayed on the register. To do this simply press “F3”, enter the date, and search for your employee ID number.

### **Price & Stock Checks**

You may have to do either a price check or stock check while you are on your shift. Be sure to have your zone covered if you are performing either of these checks. Both can be looked up using the register by pressing “F9”. Simply fill out the necessary information and then press “F8” to submit the query. The next screen that pops up will state the price and whether or not the merchandise can be found in the store. If the merchandise you are looking for is not present in the store you may have to check the stock room.

### **Closing Shift**

If you are working a closing shift, there are a few things to remember. The store will close at 9 p.m. every day except for Sunday (which will close at 6 p.m.). Your shift is not over, however, as you have closing duties. Typically, these duties only take about an hour to complete. The following duties must be completed before an associate may leave.

Picking up trash - Any trash thrown on the floor must be picked up and placed in the trash. You must take out all used trash bags in the store and place them outside the store for pick up. You must also replace these trash bags with new bags.

Recovering merchandise - *Recovering* means to fix any merchandise on the tables that are out of place due to customers searching for their size. This merchandise must be folded neatly and sized. To *size* merchandise means to order merchandise from extra-small on top to extra-large on bottom.

Finger-spacing merchandise – *Finger-spacing* is used for merchandise that are hung on hangers. To do this simply space each hanger on the rack using your finger. This will make the merchandise hanging on the rack look more presentable.

# Chapter 4

## Shrink



## Chapter 4: Shrink

The word *shrink* refers to the act of stealing merchandise or cash from the store. There are two types of shrink: internal and external shrink. *Internal shrink* occurs when employees steal merchandise or cash. *External shrink* occurs when customers steal merchandise. It is very important to keep close watch of these two types of shrink as it causes loss of revenue for our store.

### Internal Shrink

Twenty percent of all shrink committed in our store is internal shrink. This is a growing concern as this type of shrink involves our very own employees. If you are aware of a situation involving another employee committing shrink, please call the GUESS shrink hotline at **(866) 233-4228**. Reporting these situations are completely anonymous.

#### How to spot internal shrink:

One of the biggest keys to spotting internal shrink is to be aware of other employees acting in a suspicious manner. This can include frequent bathroom breaks, frequent visits from either friends or family, or making frequent visits to a fitting room. The reasoning behind these scenarios is that the employee may be desensorying merchandise and hiding the stolen merchandise in a bag, under clothes, or handing it to friends or family. Another key to spotting internal shrink is if an employee isolates themselves. If an employee rarely interacts with other associates, or customers for that matter, they may be plotting theft.

#### Ways to prevent internal shrink:

The most effective way to prevent internal shrink is to perform *bag checks*. A bag check occurs when an employee finishes his or her shift. A manager is authorized to check any bags, wallets, or purses for merchandise that may have been stolen before the employee leaves. This ensures one does not leave the store with merchandise that does not belong to them. If an employee happens to purchase merchandise from our store, they must have a receipt present. If the employee does not have a receipt, the manager is allowed to confiscate the merchandise until a receipt is shown. Another way to prevent this type of theft is to always be on the lookout for suspicious activity, as mentioned above.

### External Shrink

The most common type of shrink is external shrink. Eighty percent of shrink committed in our store is external shrink. The table below describes the external shrink committed from January to June 2012. As you can see, we had a large amount of external shrink during this time period.

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## External Shrink for First Half of 2012 (Jan. to Jun.)

Store 5041

**Shrink Dollars:** \$42,364

**Shrink Units:** 625

### Highest Shrink Departments

<b>Women's</b>	<b>Dollars lost:</b> \$18,714	<b>Units lost:</b> 277
<b>Men's</b>	<b>Dollars lost:</b> \$19,190	<b>Units lost:</b> 201
<b>Accessories</b>	<b>Dollars lost:</b> \$5,063	<b>Units lost:</b> 137

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#### How to spot external shrink:

There are many ways to spot external shrink. This includes customers keeping a watchful eye on Sales Associates, customers waiting outside the store for an extended period of time, customers frequently visiting the fitting rooms, and customers creating distractions.

Before going further, it is important to be aware of *Organized Retail Crime* or ORC for short. ORC members are highly organized and specialize in theft. Members of ORC typically include a spotter, a distractor, and a mule. The spotter will stand outside, the distractor will distract employees, and the mule will be the person to walk out with the stolen merchandise. The mule will usually have a bag or purse lined with aluminum foil, as the foil will block the security sensors from going off. The members of ORC are fairly skilled, so it is important to be aware of this type of activity as well.

#### Ways to prevent external shrink:

The best way to prevent external theft is to be aware of suspicious activity, as mentioned before. If a customer that is about to commit theft sees that you are constantly keeping an eye on them, they will be less inclined to steal. Another way to prevent external theft is to know how many items a customer goes into the fitting room with. If a customer leaves the fitting room with a smaller amount of merchandise, it is highly likely the customer has committed theft.

If you see a customer with stolen merchandise on them, confront the customer by stating, “*May I hold those items for you behind the register while you look around the store?*” The customer will be startled by this and hand you the merchandise. Always remember to do this in a professional manner.



## **Conclusion**

Remember to keep this manual readily available to you. You are allowed to have a copy with you at home and a copy will be present in the store at all times. This manual will be kept in a binder behind the cashwrap for quick reference. If you have any questions or concerns, please do not hesitate to ask a manager for help.

As mentioned before, GUESS is one of the most recognizable fashion brands in the world. We are happy to know that you are now a part of this brand. We here at GUESS thank you for choosing to be a part of our team. We have no doubt that you will offer your best to our customers and will have them coming back to shop with us.



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