

Kohl's Employee Manual: Sales Associate



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Introduction

Dear Employee:

This Employee Handbook has been designed to serve as a quick reference for sales associates hired with Kohl's. This manual treats topics briefly as it should be a review to your original training. Kohl's is dedicated to providing the best customer service as possible. With this manual, you will reread dressing room procedures, instructions to merchandise clothing, and techniques for selling Kohl's Credit and Reward cards. It is important for you to be familiar with the information in this Handbook. Please review it carefully.

We hope you will enjoy a rewarding career with Kohl's.

Daily Checklist

Daily Checklist

Outlined below are the steps you will follow on a daily basis. However, in retail, priorities are subject to change. You should always follow your supervisor's orders first; after you should adhere to this checklist.

1. Check the schedule for your assigned area.
2. Retrieve 500's from customer service.
3. Add 500's and the clothes from your area's dressing room to the same z-rail.
4. Clear z-rail (pictured below).
5. In your area, pick up any clothes/ unwanted items off the floor and return them to their designated place.
6. Refold any unfolded items in your area.
7. Repeat.



Z-Rail

Dressing Room Procedures

Dressing Room Procedures

You will need:

- Z-rail
- Extra hangers

1. Retrieve z-rail from the stock room. Get about ten extra hangers from the bin and place them on your z-rail.
2. Bring z-rail to your designated dressing room.
3. Remove all clothes from vacant dressing rooms. Place shirts and pants on appropriate hangers.

NOTE: If there is a sizing sticker on the front of the shirt or pants, it is to be folded instead of hung.

4. Place clothes from the dressing room on your z-rail.
5. Separate clothes from different areas and give them to the associate assigned to that area
6. Organize your z-rail by brand name.
7. One brand name at a time, remove hanging clothes from the z-rail and merchandise them on the sales floor.
8. Place all folded clothes in designated area on sales floor.
9. Return z-rail to dressing room for later use throughout your shift.
10. Repeat.

Remember:

When placing hanging clothes back on the sales floor, the hook of the hanger should be in the shape of a question mark.

Do not place clothes on the hanger inside out.

Merchandising

Merchandising

Merchandising is an important aspect in the retail industry. It promotes the sale of goods by presenting them in an organized and fashionable manner. In order to keep unity throughout the store, you should display clothing a specific way. This section of the manual will instruct you on hanging and folding merchandise.

Hanging Merchandise



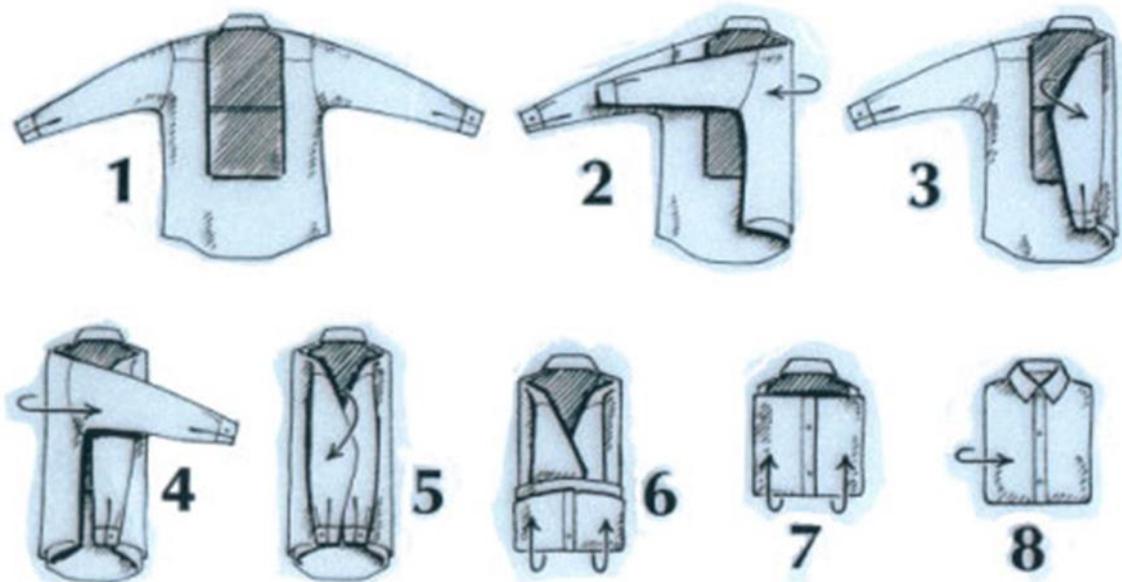
- When on display, the hooks of the hangers should always be facing the left (in the shape of a question mark).
- Tops and bottoms should never be displayed on the same rack.
- Different clothing brands should never be displayed on the same hanging rail, excluding sale racks.
- Match up price points when displaying different items on the same hanging rail.
- Use your instincts to color coordinate clothing.
- Display clothing with similar trends in the same area.

Folded Merchandise

Jeans

| | |
|---|--|
|  | <p>Hold the jeans upright, the fly facing you. Have each hand on each side.</p> |
|  | <p>Fold the jeans so that the legs are together, and the back pockets are facing out.</p> |
|  <small>wikiHow</small> | <p>Now hold the top of the jeans. Fold them so that the hem of the leg is facing the waist of the jeans.</p> |
|  | <p>Fold the knee up to the waist.</p> |

Dress Shirts



1. Lay out the shirt. Fasten all the buttons, including the ones on the sleeves. Lay the shirt face down on a wide, flat surface.
2. Fold in the sleeves. Pinch the fabric at the top of the shirt halfway between the collar and the shoulder. Then find the same spot near the bottom of the shirt and pinch the fabric there, too. Release the fabric at the top of the shirt and grasp the shoulder. Fold the entire section over so it rests beneath the collar.
3. Fold the sleeve back on itself so it lies straight down in line with the folded portion.
4. Repeat Step 2 on the other side.
5. Repeat Step 3 on the other side.
6. Flip up the bottom. Grab the two corners of the bottom of the shirt and fold them up to the middle of the shirt.
7. Move your hands down to the new bottom edges of the shirt, and fold those up again, until the fabric is lying just under the collar.
8. Put it away. To make sure the collars don't become too flat, place one shirt in the display case with the collar facing up. Then lay the next one facedown with the collar at the opposite end.

Credit and Reward Program

Credit and Reward Program

When advising customers, you should always recommend credit to them. If the customer is not interested, suggest becoming a member of the Kohl's Reward Program. Outlined below are the benefits of holding a Kohl's Charge Card and being a part of the reward program.

Benefits as a Kohl's Charge Card Holder

- Special discounts of 15-30% at least 12 times a year
- Spend \$600 a year on your Kohl's Charge and you'll become a Most Valued Customer (MVC) and receive at least 18 exclusive discounts annually.
- Apply today and receive 15% off today's purchases

Kohl's Reward Program

- Earn 1 point for every dollar you spend.
- 8 savings offers every year, guaranteed.
- Get \$5 for every 100 points you earn
- A birthday offer
- Signing up is quick and free

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