

Be Informed About Your Company

Learning as much about your store as possible is important for retail sales associates. It is much easier to do your job when you have the information you need about the store and its policies.

There are four basic kinds of information retail sales associates should know.

1. Policies and Procedures
2. Product/Service Information
3. Facility Information
4. Company Knowledge.

Read through the following examples and decide which of the above each example falls into.

NUMBER	EXAMPLE
	The store dress code
	What size and colours are available
	What to do when confronted with a shoplifter
	Location of the public washrooms
	Where the elevator is to the second floor
	Opening and closing procedures
	The store's telephone and fax number, and web address
	Are rainchecks available if the product is not available?
	The store's hours of operation
	The closest retail store of the same company
	The store's lay-away plans
	The closest exit to the parking lot