

# **WOW Operations Manual**

**“Sell lots of Wood Flooring and KISS”**

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\*\*\*\*\* SIGN OFF SHEET

## **A) OPENING THE STORE PROCEDURE**

- 1) Grab phone and keep it on you.
- 2) Put up or turn on Open sign. Place merchandising items outside to draw attention.
- 3) Turn lights on, computer screen and open Manager, POS and PC Charge.
- 4) Turn on Printer add paper if necessary.
- 5) Check emails, phone messages.
- 6) Print Pre-finished, Unfinished and Laminate reports.

## **B) DAILY SALES AND OPERATIONAL TASKS**

- 1) Phone should be answered within 2 rings, call waiting answered in first click.
- 2) Review rental forms and call on late equipment.
- 3) Check over and do maintenance on rental equipment as needed. Make sure you have good packages ready to rent. Add 3 drops of oil to guns every other rental, wipe down and clean equipment.
- 4) Make sure you have spare propane tanks for fork truck.
- 5) Make sales calls to regular contractor customers, present specials or mention new inventory.
- 6) Review your store inventory and order basic stock if necessary the day prior to your delivery day.
- 7) Merchandise samples, tools, grills, cleaning kits, etc. Showroom should be partly rearranged once pre month.
- 8) Respond to company emails throughout the day, timely.
- 9) Clean showroom and warehouse, vac, dust, sweep, etc.
- 10) Stage any orders and label with staging tags.
- 11) Consolidate inventory in warehouse and proshop/showroom.
- 12) Check for "Dead Product" stuff that has not moved and get help pricing it for clearance or sending it to another store for sale.
- 13) Check showroom using pre-finished, unfinished and Laminate reports to make sure all products in company inventory are displayed and that no products except those on the approved list are displayed without stock in inventory.
- 14) Be sure you are in proper uniform which is a WALK ON WOOD issued company shirt This should be worn EVERY day clean pants with no holes, and a WALK ON WOOD or NON LOGO Hat.
- 15) Personal cell phones should not be on while at work.
- 16) Visiting web sites for other than company business and personal E-mail use are not permitted.
- 17) Create a CLIENT PROFILE SHEET COMPLETELY FILLED OUT for each customer that visits your store. Follow up with in a timely fashion with . Log all samples taken on the SAMPLE SHEET. Follow up for sample return and product questions.
- 18) CHECK FOR DIRECTIVES . REPLY TO EACH DIRECTIVE WITH A U (which means you understood ) and an I (which means you are implementing). PRINT A COPY OF ALL DIRECTIVES AND KEEP IN A NOTE BOOK.
- 19) A COPY OF THE SAMPLE SHEET AND CLIENT PROFILE SHEET ARE IN THE FORMS SECTION

## **C) CLOSING THE STORE PROCEDURE**

- 1) Please set up reoccurring task reminder on your computer to shut down heat or AC an hour or more before you close. AC should go to OFF and heat in the winter should go to 40 degrees.
- 2) Bring merchandising items in from outside.
- 3) Lock doors, lights off except for night lights, phone in charger, Open/Closed sign off.

## **D) CLOSING THE REGISTER PROCEDURE**

- 1) Read Credit card report and or settle PC charge and settle Wells Fargo Finance report.
- 2) Press F5 to enter closing cash for drawer. Press ok.
- 3) Count the cash drawer and enter all cash amounts.
- 4) Add up checks (stamp for deposit only) enter total under checks.
- 5) Enter all Credit card totals in the appropriate field (separate Visa, MC & Discover, etc).
- 6) Enter Finance total in the appropriate field.
- 7) Enter Coupons in the Coupon field.
- 8) Once all fields are enter for closing amounts press the ok button
- 9) Run Z report (this will close the batch for the register and reset your totals to zero) If there are any Over/Shorts, write an explanation on the face of the Z report and fax that 1 page to main office, 315-472-5294 Fax.
- 10) Enter opening amounts, Press F5 and enter opening amount of \$200 cash and hit OK.
- 11) Close software, close POS, Manager and Outlook (Email). TURN off Monitor. Leave computer ON.
- 12) Staple settlement reports and Pink copy deposit slip to back upper left corner of Z report.
- 13) File Z reports in appropriate month, most recent reports in front.
- 14) File Daily sales receipts in appropriate month, most recent in Front.

## **E) BANK DEPOSIT TICKETS**

- 1) Use Blue or Black pen to fill out deposit tickets (not red)
- 2) Date the deposit ticket for the date of the sales
- 3) Write the store number and location on the deposit ticket. (Example: 10 Syracuse)
- 4) Remove amount of cash over 200.00 (we open with 200.00) write amount of cash to be deposited
- 4) List each check by customers name under check # (1<sup>ST</sup> letter of first name and the last name) listing each check amount next to it. Make sure checks are stamped for deposit only.
- 5) Add up the cash and checks for your total deposit
- 6) Fax the white deposit ticket to the corporate office 315-472-5294fax
- 7) Put the white and yellow deposit tickets, cash and checks and address label with Syracuse's address (Walk On Wood, 115 Luther Ave, Liverpool, NY 13088) into bank envelope
- 8) Staple pink copy of deposit ticket to upper left back corner of Z report.
- 9) Go to bank and make deposit DIRECTLY FROM WORK.
- 10) A COPY OF A SAMPLE DEPOSIT TICKET IS IN THE FORMS SECTION.

## **F) MAKING A SALE OR A WORK ORDER:**

- 1) Go to POS determine if it a Sale or Work Order
- 2) If Work Order hit Ctrl F2 "Work Order" should now be displayed in upper left corner of screen.
- 3) If a previous customer look by name or telephone # and Hit Ok.
- 4) If "New Customer" input their Name, address and all phone numbers you can get, put cell phone number in fax line with CELL first. DO NOT enter anything in "Country"
- 5) Account number is customers phone number with area code, no "1" and no hyphens (-) Ex: 3154228222 hit Ok Twice, make sure customer is now on your screen.
- 6) Select items, F2. Enter Quantity when "Weighted" box pops up and verify price you are charging.
- 7) If Work Order and if paying 50% deposit or greater, but not paying in FULL. HIT F9 check box to override deposit and enter amount they are paying, Hit ok.
- 8) Tender F12 and take payment.
- 9) If Credit Card payment, enter last 4 digits of card number in box 1, expiration date box 2, approval code box 3, hit ok.
- 10) If Work Order, make additional copy with fax copier, to place with WO summary sheet. This work order summary sheet records the status of all current work orders.

- 11) If Sale have customer sign our copy after product is loaded and verified. Place this signed copy with daily sales paperwork to file and give other copy to customer.
- 12) If Check Payment:
  - a) Check must be from the person presenting the check.
  - b) Must have a local, permanent address on the check with Home phone number, no cell phones.
  - c) Get NYS photo drivers license and put that number on the face of the check
  - d) If the check is for a large amount and they are taking the product with them, call their bank and verify the funds.
  - e) Check the date on the check, NO POST DATING! ( NO Future dating)
  - f) Check both the written amount and the numeric amount, make sure they match
  - g) Make sure they signed the check.
- 13) If paying with Wells Fargo Financing referrer to Instruction sheet.
- 14) A COPY OF THE WORK ORDER SUMMARY SHEET IS IN THE FORMS SECTION.

## **G ) CONVERTING A WORK ORDER TO A SALE**

- 1) pull the customers work order from the work order file
- 2) Hit Recall F11
- 3) Hit recall a work order
- 4) Highlight the customer and hit OK
- 5) Hit pick up entire work order
- 6) Take the remaining payment if one is due.
- 7) give one receipt to the customer Staple the other receipt on top of the work order from #1 above. Load the customers order verify the quantities. Have the customer sign our receipt stating he picked up the order. Place the receipt with todays paperwork to be filed.

**\*\*ALL SALES ARE COMPLETED AT THE POS BEFORE ITEMS ARE LOADED. DO NOT ALLOW THE CUSTOMER TO START LOADING UNTIL THE PAPERWORK IS COMPLETE. WE MUST CONTROL LOADING. IF YOU ARE BUSY, SET UP THE LOAD SO THAT ONLY THEIR QUANTITY CAN BE ACCESSED. CLOSE THE DOOR OF THE WAREHOUSE WITH ONLY THERE QUANTITY ON THE FORK LIFT.\*\*\***

## **H) USING PC CHARGE**

Processing Credit Cards through PC Charge

### **Sale with customer in your store**

1. Put your sale in our system the same way you always do.
2. Hit F12 this brings up the Tender screen.
3. Click on the type of payment (visa, master card, Amex or Discover)
4. Hit the plus sign on the far right of the keyboard.
- 5 Swipe the card with the card reader that should be attached to the top of your keyboard.  
make sure it was approved.
6. Have customer sign the sales receipt that you keep for our files

You have just completed a sale through the PC Charge

**Split tender** - This is where a customer would like to use two different ways of paying on one Sale.

1. Put your sale in our system the same way you always do.
2. Hit F12 this brings up the Tender screen.
3. Click on the type of payment (visa, master card, Amex or Discover) that they know how much they want to pay with.

*Example: Customer say's I want to put \$500 on my master card and the balance can go on my Visa. In this example you would click on MasterCard and type in the amount he wants to pay with this card. In this example you would type in 500.00 in the MasterCard tender.*

4. Hit the plus sign on the far right of the keyboard.
5. Swipe the card with the card reader that should be attached to the top of your keyboard. make sure it was approved.
6. Then click on the type of the next payment (visa, master card, Amex or Discover) to pay the balance. . (you do not need to type in any amount here just go to step 7.)

**In our above example it would be Visa**

7. Hit the plus sign on the far right of the keyboard.
8. Swipe the card with the card reader that should be attached to the top of your keyboard. make sure it was approved.
9. Have customer sign the sales receipt that you keep for our files)

You have just processed a split tender.

**Manual Sale** – (keep in mind that we are charged more when we do a manual sale)

This is where a customer calls in and gives you their credit card number over the phone.

1. Put your sale in our system the same way you always do.
2. Hit F12 this brings up the Tender screen.
3. Click on the type of payment (visa, master card, Amex or Discover)
4. Hit the plus sign on the far right of the keyboard.
5. Type in the information that your customer gave you  
Make sure it was approved.

You have just processed a Manual Sale

**End of Day**

1. Click on PC charge at the bottom of the screen. This will bring PC charge on to the screen.
2. Click on Reports > Transaction > Daily Transaction > ok (the daily transaction report will now be opened on your screen).
3. Print report
4. Close the report by clicking on the x in the top right corner
5. Close the report screen

After the report is printed

6. **Click on batch** – at the top on the tool bar
7. **Click on Settle- Process**
8. Write down the number

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9. Click on report – at the top on the tool bar >Batch > **Post-Settle** > ok Print
10. Close the report by clicking on the x in the top right corner
11. Close the report screen
12. Minimize PC charge

Use the number from these reports for your z-report. (when using the daily transaction report you must subtract the credits column from the sales column to get the numbers for the z-report.)

File the reports with the z-reports

### **To Retrieve Credit Card number**

Go into PC charge > Utilities > retrieve account # > enter the Trout #  
 Write down the Credit card number and expiration date  
 Go to Credit card  
 Enter Credit Card Number, Expiration date and dollar amount  
 Hit process  
 Yes (you must say yes event if the card is not processed)

Shred paper with account number on it.  
 Call customer and let them know about the credit.

### **I) FINANCING APPLICATIONS AND SALES.**

- 1) The complete and detailed instructions to process a financing application and to process a sale or return are found on the sheet next to the finance machine and in the forms section of this operations manual. For help there are 2 numbers at the bottom of the page or call a senior store manager.
- 2) A COPY OF THE FINANCING INSTRUCTIONS ARE IN THE FORMS SECTION

### **J) REFUNDS TO CUSTOMERS**

NO REFUND on Special orders such as OSH KOSH, non stock items at Hobo, custom finishes etc.

- NO REFUND on unfinished flooring
- Restock Fee 20% on everything but Diamante or current inventory with more than 500 square feet available
- Returns within 15 days and must have sales receipt
- Refunds are given in the same tender as they were paid for CREDIT CARDS, FINANCING and CASH if less than \$50.00 . For checks deposited more than 14 days prior you can issue a cash refund if it is less than \$50.00  
 For cash refunds over \$50.00 and payment by checks less than 14 days prior a check must be issued from the office.

1) Process the return transaction by entering the customer and then F return. This will make The sale negative since it is a return.. Enter the items to be returned by Hitting F2 and enter The items. Charge the restocking fee if applicable by multiplying the price they paid by .80 To determine the return price. Hit F12 tender when done with entering the items to enter what form of tender will be given. enter that amount and hit ok .Process credit card through process financing return by following the instruction sheet. Give back the cash if it was less than \$50.00. Enter check if over \$50 or check has not cleared.

2) Verify mailing address with the customer. Tell them to expect the refund in approximately 14 days

- Refund can only be give to the person who purchased product.  
(Example customer purchased product the contractor brings back we do not give the contractor the customers money.)

3) PROCES THE REFUND IF BY CHECK AS FOLLOWS

Fax a copy of the original work order or receipt showing form of payment  
And a copy of the return receipt. to 315-472-5294 . make a copy of each staple together  
And place in the returns file. Vicky will e-mail you when the return check is going out.

4) A COPY OF A SAMPLE REFUND IS IN THE FORMS SECTION

**K) TOOL RENTALS**

- 1) Tools rental forms are found in the file for tool rentals. The form should be filled out completely to include Date rented, the tool with serial number, accessories such as mallets, hoses , blades, or fittings. A credit card must be entered as security for return which will include the card number, expiration date and CVC #.  
Get full name , address, and phone numbers and have it signed and dated.
- 2) upon return charge for days over the original paid rental period and check for damage to the equipment. If damaged you must charge for the damage.
- 3 )A COPY OF THIS FORM IS IN THE FORMS SECTION

**L) RANDOM WIDTHS SALES**

- 1) A COPY OF THE FORMULA FOR CALCULATIONS IS IN THE FORMS SECTION

**M) Receiving a transfer from another company store.**

- 1) If you sell a product that is in the company, but not in your store you will need to immediately send a transfer request by email to [purchasing@walkonwood.com](mailto:purchasing@walkonwood.com) and Chris. You will need to include the product item code and the quantity needed. A transfer will be issued in the system.
- 2) Stock transfers – By noon on the day before your truck day you will be responsible to send purchasing and Chris an email with the item code and quantity of items needed for stock. A transfer will be issued in the system.
- 3) When requesting a transfer you will need to let us know if it is for stock or an order. Also make a note as to when it is needed so that we know and also let the customer know.
- 4) Print out a copy of the transfer request that you emailed to purchasing and put it into your transfer file.
- 5) Once purchasing receives a transfer request it is then put in the system and an email is sent to the stores alerting them that they will be involved in the transfer. Print out this email and compare it to the transfer request that you had sent in. Make sure that they both match perfectly. If not contact purchasing to find out why they don't and make the correction. The next step is to check your system for the downloaded transfer. If you sent in 5 transfer requests you should have 5 of them in your system.
- 6) The day of your transfers, you will go over the paper work in detail with the STORE managers (NO LONGER WITH THE DRIVER, Syracuse Dave or John) to make sure that everything that was requested is coming on the truck. Make sure of the footage, species, width etc. are correct on the transfer. **THERE SHOULD NEVER BE ANY SURPRISES!**
- 7) When the transfer arrives, you must unload the transfers carefully as not to damage the product or equipment.
- 8) If anything is damaged make note at this time.
- 9) When the transfer comes off the truck verify that everything matches your paperwork. Make sure the footage is correct by multiplying the boxes x the footage in a box. Also check to make sure the width, color and grade is correct. **DONT** receive it in the system and then go verify what came.

- 10) Once all the transfers have been verified as accurate, you can receive them in the system. Goto the “transfer inventory in” screen and match the transfer number on your paperwork with what you have on file and with what is in the system. You would attach your paperwork that was printed after receiving in the transfer with the paperwork the driver brought and file.
- 11) All store inventories MUST be “dead on” to insure that the system works and the sample boxes must be removed from the inventory so they are not counted towards useable inventory. Managers will be held accountable for accurate inventories and accurate transfers. Work with Chris to get your inventories square ASAP.

**Golden Rules:**

- 1) **NOTHING MOVES IN THE COMPANY WITHOUT PAPERWORK**
- 2) **THE STORE WHO’S DELIVERY DAY IT IS HAS THEIR DELIVERIES/TRANSFERS DONE FIRST. If time permits we will accommodate the secondary store on this day.**
- 3) **SEND BACK ALL PAPERWORK FOR THE OFFICE WITH THE DRIVER EACH TIME HE STOPS.**
- 4) **PREPARE, DO WHAT CAN BE DONE TODAY AND DON’T WAIT UNTIL TOMORROW. Get prepared for the transfers in and out. Be ready for the driver and help him when you can. You are responsible for the products moving accurately.**

**N) SENDING A TRANSFER TO ANOTHER COMPANY STORE**

- 1) If you are asked to transfer product in your store out for a sale or to balance company Inventory you will receive an E-mail and you will see the transfer in your Manager RMS.
- 2) Pull that product from your stock and verify the requested quantity as soon as possible . have it staged and ready to be picked up by the driver on your day.
- 3) Manager will issue out the transfer in their RMS manager when the product quantity has been verified and staged for pickup and print a copy. The issued report goes with the product to the receiving store.
- 4). **Transfer Tags**

Attached is the transfer tag. Everyone should be using these tags to label the transfer that is leaving their store. No transfer should leave the store without a tag that is completely filled out. These transfer tags should be made on the color paper that was sent to your store. Each store had a specific color, so make sure that is what is used.

We also will be doing transfers a different way. As an example, if Ithaca store needs something from the Albany store, the transfer will now be done "Albany to Ithaca" in the computer. The Albany store would tag that transfer and send it out on their delivery day. The Albany store would write on the transfer tag "Transfer to Liverpool then Ithaca". The transfer would then come back to the Liverpool store and sit in the staging area until Ithaca's delivery day. The driver would give the paperwork to the manager at the Liverpool store to check what is coming off the truck and then file it in Ithaca's delivery bin if everything is correct.

Another example would be if Utica needed a product from the Albany store. We would do a transfer from "Albany to Utica" in the system. Albany would write on the transfer tag "Transfer to Liverpool then Utica". The transfer would come back from Albany to Liverpool where it would sit in the staged area until Utica's delivery day. The driver would give the paperwork to the manager at the Liverpool store to check what is coming off the truck and if everything is correct file in Utica's delivery bin.

**O) REQUESTING A PO FOR PRODUCT SOLD THRU WORK ORDER OR FOR STOCK**

- 1) Manger calls vendor/ Chris /Bill for product availability and cost.

- 2) Manager does a requisition and E-Mails to Chris. Print a copy
- 3) Manger will receive a PO from the purchaser by E-Mail. VERIFY this information with the requisition and what you needed. If it is not correct notify Chris.  
Print a copy .
- 4) You will receive an acknowledgement from Hobo . Verify this is the same as the PO and the requisition. If not contact Hobo and or Chris by E-Mail. Print a copy Place the copy of the acknowledgement on top of the copy of the PO and then on top of the requisition copy and place in your PO file awaiting delivery.
- 5) When the product is delivered you will have a packing slip with it. Use the packing Slip and the 3 copies from above to verify you have received the correct product and quantity. DO NOT ALLOW DRIVER TO COUNT FOR YOU . VERIFY THE PRODUCT/ QUANTITY YOURSELF. Unload product carefully to avoid damage. NOTE ANY EXISTING DAMAGE, SHORTAGES OR INCORRECT PRODUCT ON THE PACKING SLIP AND HAVE IT SIGNED BY THE DRIVER. Remove any Paperwork or packing slips attached to the product .
- 6) Go to RMS manager Edit purchase order and receive the items you actually verified you received entering the quantity for each item and then commit.DO NOT ENTER INCORRECT COSTS OR QUANTITY. IF IT IS INCORRECT CONTACT CHRIS AND HOBO TO GET CORRECTED. THE COST WHEN RECEIVING THE PO MUST MATCH THE COST ON THE PO Print a copy of thisPo received report.
- 7) Take the packing slip and place it on top of the acknowledgement and then the PO Received report on top and staple ALL 5 TOGETHER.
- 8) You will then have 5 items stapled together to be placed in your office paperwork file which you will give to the company driver next time he comes.
- 9) If it is for a DROP SHIP from Hobo ( product being delivered directly to customer) The manager will call Hobo the next day after scheldued delivery to verify that the product was delivered and the actual quantity. You will receive the product per #6 above and print a copy. For drop ships you will have 4 items stapled together since you will have no packing slip. Staple ALL 4 TOGETHER and place in your office paperwork file to give to company driver next time he comes
- 10) A COPY OF THE REQUISTION IS IN THE FORMS SECTION

#### **P) RETURNS TO VENDORS**

- 1) **Manager E-Mails Purchasing the quantity to be returned , the product and the original PO #**  
Print a copy
- 2) **Purchasing will create a transfer out at store level in RMS manager transfers out. VERIFY that it is correct. Print a copy**
- 3) **Purchasing will e-mail the vendor for the pickup.**
- 4) **You will receive an acknowledgement of the pending return. Verify that it is correct.**  
Print a copy and place this copy on top of the transfer out copy and then on top of the E-Mail copy staple and place in your PO file awaiting return
- 5) **When vendor comes to pickup the product verify that the paperwork is for the correct product and quantity.**
- 6) Go to RMS manager transfer out and issue the return. Print a copy.
- 7) Put issued report on top of the vendor pickup slip and that on top of the E-Mail copy staple all 3 together and put in office paperwork file to go with company driver next time.

#### **Q) PETTY CASH**

Each store has a \$200.00 in petty cash fund.

THE MANAGER IS RESPONSIBLE FOR THE PETTY CASH FUND

**ISSUE DATE 10/10/2008**

## IF IT IS SHORT YOU WILL BE HELD RESPONSIBLE

- 1) As you use the petty cash for approved purchases you must document each expense on the journal. there should be a receipt attached to the petty cash journal for each item listed .
- 2) When you get down to around \$60.00 count the cash and add up the receipts this should total \$200.00.
- 3) Make a copy of the journal. Send the journal and the receipts attached to the office with the company driver next time he comes.
- 4) You will receive a check in the managers name to be cashed and the proceeds placed in the Petty cash which will make it \$200 again.
- 5) Start a new journal every time you get reimbursed to the \$200.
- 6) A COPY OF THE PETTY CASH LOG ISI N THE FORMS SECTION

## R) RETURNED CHECKS

- 1) Corporate will notify Store Manager and BILL when a check bounces, it is the managers' responsibility to get in touch with the customer and collect the funds plus a 25.00 bounced check fee. Funds need to be collected ASAP.
- 2) Notify the corporate office once you have collected the funds. If you have not collected the money in a few days, update the corporate office and BILL on the status.
- 3) Make a separate deposit ticket for the deposit of the collection on the Bad check. Put Store name and customer who had bad check on the deposit ticket. Fax to the office when deposited.

Collecting the money is top priority.

## S) OSHKOSH SALES

- 1) Oshkosh Sales are not stock items . They are also NOT RETURNABLE. They must be signed off on by Walk On Wood for Hobo to protect them and also by the customer whom is ordering protect Walk On Wood and to insure accuracy since they are NOT RETURNABLE. Please review carefully with the customer the item, wood species selection, size, thickness, Pre-finished or unfinished standard or custom etc. to verify correct ordering. These take time to produce so to not promise a time frame that can not be met.
- 2) Keep the detailed sign off sheets with the work order and then with the sales receipt after the item if picked up.
- 3) The ORDER MUST BE PAID IN FULL PRIOR TO ORDERING. NO EXCEPTIONS
- 4) The order is normally shipped directly to the store.

## T) GRILL WORKS CUSTOM ORDERS

- 1) We can do custom Grillworks orders by using the form in your file.
- 2) Use the price calculator in the forms section in this manual or in the file to calculate cost. These should be sold at a 40% margin.
- 3) They are CUSTOM ORDERS AND NON RETURNABLE.
- 4) THE ORDER MUST BE PAID IN FULL PRIOR TO ORDERING. NO EXCEPTIONS
- 5) The order is shipped directly to the store.
- 6) A COPY OF THE ORDER FORM AND PRICE CALCULATOR CAN BE FOUND IN THE FORMS SECTION

#### **U) CAPITAL IMPROVEMENT (ST124) AND TAX EXEMPT SALES**

- 1) With a properly completed and completely filled out capital improvement form we can make the sale tax exempt .
- 2) To do this click on the tax box while you are processing the sale and it will remove the tax from the item.
- 3) Attach the copy of the completed form to our copy of the sales receipt to Be filed with the days paperwork.
- 4) Instructions and blank copies of the Capital Improvement Form (ST124) can be found in your file box.

#### **V) CONTRACTOR REBATE FORM**

- 1) Contractors who send in a customer for the first time in are eligible for a rebate based on the product purchased, the square feet and selling price.
- 2) The customer must be in for the first time and mention that they were referred by the contractor to receive the rebate.
- 3) The amount of the referral payment given will be determined by the selling price and margin on the sale.
- 4) The sale will be recorded on the Contractor Payment Log and will be paid when the contractors referral payment amount reaches \$200.
- 5) The contractor payment log can be found in the store file.
- 6) A COPY OF THE CONTRACTOR PAYMENT LOG CAN BE FOUND IN THE FORMS SECTION

#### **W) TIME SHEETS**

- 1) Time sheets should reflect your actually hours worked not what is scheduled. You should enter your hours worked daily. The time sheet can be found on the desktop.
- 2) If you took a sick, personal or vacation day make a note on the timesheet.
- 3) If you took time off for personal business note it on the time sheet.
- 4) Time sheets are for 2 weeks. We get paid every 2 weeks.
- 5) E-mail timecards to corporate ([office@walkonwood.com](mailto:office@walkonwood.com)) on the Saturday before pay day.
- 6) A COPY OF THE TIME SHEET IS IN THE FORMS SECTION

#### **X) PRISTINE AUDITS**

- 1) A Pristine Audit form is used to assist a store in achieving and maintaining a high level of compliance with company operational procedures and store appearance.
- 2) These will be performed on a regular basis and scored and will become part of your personnel file.
- 3) Blank forms as well as completed Audits will be kept in your store file to Assist you and make you aware of what is expected.
- 4) A COPY OF THE PRISTINE AUDIT FORM CAN BE FOUND IN THE FORMS SECTION.

#### **Y) ORGANIZATIONAL CHART**

KURT  
COMPANY DEVELOPMENT

VICKY

CHRIS

BILL

ACCOUNTING  
PAYROLL

PURCHASING  
INVENTORY CONTROL

OPERATIONS  
SALES MANAGEMENT

STORE MANAGERS

DAILY STORE OPERATIONS

DRIVERS

PRODUCT MOVEMENT

**Z) FORMS**

- B) SAMPLE SIGN OUT SHEET AND CLIENT PROFILE SHEET
- E) SAMPLE BANK DEPOSIT TICKET
- F) WORK ORDER SUMMARY SHEET
- H) PC CHARGE SAMPLE SUMMARY
- I) SAMPLE OF FINANCING INSTRUCTIONS
- J) CUSTOMER REFUND
- K) TOOL RENTAL FORM
- L) RANDOM WIDTHS CALCULATOR
- O) REQUISITION FORM
- N) Transfer Tags
- Q) PETTY CASH LOG
- T) GRILL WORKS ORDER FORM
- U) CAPITAL IMPROVEMENT FORM (ST124)
- V) CONTRACTOR REFERRAL LOG
- W) TIME SHEET
- X) PRISTINE AUDIT

MISC FORMS) MILAGE SHEET / DIAMANTE WARRANTY FORM?

**\*\*\*\*\* SIGN OFF SHEET**

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**AA) Bonus Commission :**

Employee will only be eligible for bonus commission once they have completed a full month of employment.

EX: If they start Feb 15<sup>th</sup> they will not be paid any commission for Feb.

They will also not be eligible for any bonuses payments if a regular hourly or salary payment is not do at the same time.

N)

<b>Transfer</b>	
Transfer To:	Transfer#:
Brand:	Customer:
Size:	Species:
Number of Bundles:	Grade:
Total SF:	SF/BDL:
Transfer Date:	Notes:

<b>Transfer</b>	
Transfer To:	Transfer#:
Brand:	Customer:
Size:	Species:
Number of Bundles:	Grade:
Total SF:	SF/BDL:
Transfer Date:	Notes:

<b>Transfer</b>	
Transfer To:	Transfer#:
Brand:	Customer:
Size:	Species:
Number of Bundles:	Grade:
Total SF:	SF/BDL:
Transfer Date:	Notes:

# SALES TRAINING MANUAL

- 1. WHAT DOES WALK ON WOOD SELL AND WHERE DOES IT COME FROM.**
- 2. KNOW YOUR COMPETITION.**
- 3. ANSWERING THE PHONE**
- 4. NEVER UNDERSOLD**
- 5. INTERNET SALES**
- 6. LUMBER LIQUIDATORS**
- 7. VENDORS**
- 8. QUESTIONS**
- 9. HOW TO SELL AGAINST HOME CENTERS**
- 10. UP SELLING**
- 11. WALK ON WOOD PRODUCT BENEFITS**
- 12. SUNDRIES**
- 13. ADD ON SALES**
- 14. SELLING TILE**
- 15. DELIVERIES**
- 16. SAMPLE LOANERS**
- 17. LEAD SHEETS**
- 18. CONTRACTORS**
- 19. PRODUCT KNOWLEDGE**
- 20. SELLING TIPS**
- 21. URGENCY**
- 22. REFERRALS**

# 1. What does WALK ON WOOD sell and where does it come from?

DIAMONTE – Private label product available only at WALK ON WOOD We buy in full truck loads direct from the manufacturer creating the best price. It is our featured product available only at WALK ON WOOD. It is of the highest quality.

MIRAGE / SOMMERSET / BRUCE / BR-111 / COLUMBIA

APPALACHIAN / SHENGA just to name a few available from

HOBO by PO through the home office.

#1 Goal is to sell DIAMONTE

- No competition / products are exclusive to WALK ON WOOD

It generates repeat business for WALK ON WOOD / It helps our cash flow and allows us to buy truck loads more often.

#2 Goal is to sell what is in stock

#3 Cut orders only as a last resort and to save a sale. These are the least profitable and beneficial to WALK ON WOOD.

#4 Utilize the Syracuse office and senior Managers for help with Pricing and product selection on large or complicated orders

# 2. KNOW YOUR COMPETITION

You need to know what they sell / how much they sell it for /

If they stock it / the strengths and weaknesses of the business.

Why would someone buy there? Who buys there?

3. We need to answer the phone by the 2<sup>nd</sup> ring. Create a sense of excitement on the phone like things are happening at WALK ON WOOD, this is the place to buy.

Your goal on a phone call is to get the customer into the showroom.

Do not try and sell product over the phone, you are at a disadvantage.

GET THEM INTO THE SHOWROOM THIS IS YOUR ENVIRONMENT AND YOUR STRENGTH.

4. NEVER UNDERSOLD means just that but on like items We will BEAT or MATCH any competitors advertised price on like items. It must be same product. Use that statement as a tool to create confidence in customers that they are getting a great deal. REMEMBER WE WANT EVERY SALE . At a fair margin but we want every sale no matter what the margin. Our competition needs to learn that.

## 5. INTERNET SALES

Make sure customers know the disadvantages of shopping off  
The internet. What do prices include? Charge for samples? How  
big are the samples What about returns ? what if you're a box or 2  
short? Will someone have to unload the truck and be at home all  
day? What about damaged product on delivery?

## 6. LUMBER LIQUIDATORS

Who are they ? What are their strengths and weaknesses?  
How often is the discount flooring they advertise available?  
Would you want it ? How is the pricing on their line of  
Bellawood? What is the availability on their products? What about  
an additional box? What about returns? Why would someone buy  
there ?

## 7. VENDORS

HOBO is our major supplier. Our contact person is STEPH  
She would answer questions on products in the green price book.  
She can be reached at 1-800-458-8588.  
Questions regarding Diamonte, Goodfellow and Barefoot

Should be directed to CHRIS @ 422-8222.

## 8. QUESTIONS

We have 3 sources at this time that can answer or direct you regarding questions or help with products / sales / customer service / just about anything. KURT / CHRIS / BILL

## 9. How to sell against home centers

First of all you need to visit those in your market. Identify their Products, their strengths and weaknesses. They are often just well know and customers are not aware of WALK ON WOOD.

They do offer 1 stop shopping but lack in CUSTOMER SERVICE/  
PRODUCT KNOWLEDGE / PRICING / FLEXIBILITY/  
FOLLOW UP / EAGERNESS TO MAKE A SALE /  
INSTALLATION PRICING / SMALL SAMPLES and  
PRESENTATION / and the UNFRIENDLY ENVIROMENT

If they buy at a home center they will pay more than they have to.

## 10. UP SELLING

Many times customers can more up in quality here to DIAMONTE

Or a special buy product because we bought it right. They can be

Shown the value in a better finish or better milling for a limited

Investment that will save in multiples in the long run. Show them the difference/ do the math / make it make sense for them.

## 11. WALK ON WOOD PRODUCT BENEFITS

Beveling choices, finish choices, hard to get satin, large Quantity of in stock products, free storage, liberal return policy, discounted tool rental program, delivery available, knowledgeable staff for answers on products and installation.

## 12. SUNDRIES

Sundries are really bonus profits. Taking full advantage of them can really impact your bottom line. They are easy to sell and make for a complete job for your customer, by helping them to protect their investment. It also shows your knowledge in the flooring business by helping them protect their product and maximize its beauty.

## 13. ADD ON SALES

Give an incentive to buy at the time of purchase. Do 2 rooms now and I will discount the price ( More gross profit dollars ). Buy some tile in addition, get a break on the tile. Protect your

Investment with the RIGHT cleaning supplies and E-Z glides  
grills ect. Use financing to get a COMPLETE project done NOW  
if money is an issue.

## 14. TILE

We want Tile to be an add on sale and not an alternative to  
WOOD. After the hardwood sale is complete ask about tile for  
entrances, foyers, or other rooms. You have room to discount the  
tile if necessary. Try to switch any customers who come in for tile  
to hardwood if possible. We have 2 sources for Tile. One is HOBO  
and one is Best tile. Hobo is one rack pretty basic and Best Tile we  
have a rack plus a lot of additional tiles by order with proper  
information.

## 15. DELIVERIES

Keep deliveries to a minimum. Do them only when necessary to  
make a sale and keep a customer happy. Get good delivery  
directions and information from the customer to include house  
color and markings, get a contact number for the day of the  
delivery that the driver can use. Let the customer know where the  
wood can be placed ( FIRST FLOOR ) Leave a large block of time

for the driver to make the delivery.

Each store will have an assigned delivery day a minimum of 1 day per week. Request product you would like transferred to your store as well as a list of deliveries to Chris 2 days prior to your delivery day. The driver will verify what he will be bringing to you the day before delivery or the morning of the delivery.

## 16. SAMPLE LOANERS

Keep an accurate sample sheet. Follow up with customers on a timely base to help win the sale and insure the return of the samples. The longer you wait to contact them the harder the sale becomes. Samples tie a customer to your store and give you a very good reason to call .Make an opening statement like “ How did the samples look in your home ”. Do not write manufacturers or prices on the samples. Get a time frame as to how long they will need to have the samples for and note it on the client profile sheet

## 17. LEAD SHEETS.

You should try and get a Client Profile Sheet on every customer that comes into the store or calls on the phone. Get as much

information as possible but do it through a conversation not a question and answer period. Find out When, where its going, the price range they are looking at , where else have they looked, what have they seen that they like, how much did it cost ,who will be making the buying decision etc. ASK FOR THE SALE.

What is preventing you from buying now. Get contact numbers/ cell phones / work numbers etc. Find out how they heard about us.

Look for an IN to make the sale and win their confidence.

## 18. CONTRACTORS

Contractors can really impact your bottom line. 1 or 2 contractors

Can really make a significant increase because of their volume.

Contractors generally expect special pricing because they get it offered with a lot of other products they buy. Build value in the product as well as the company, showroom etc. as well. Find out what is important to each contractor because it varies widely.

Keep in touch with the contractor and follow up because you can lose his business a lot quicker than you got it. Some contractors will shop more than 1 of our stores. E-mail quotes from big jobs to the other stores.

## 19. PRODUCT KNOWLEDGE

Most selling is simply showing customers the selection of in stock products and answering some questions and ringing up the sale.

They will buy what looks good and is a perceived value. DO NOT OVER SELL. KISS Answer questions completely and honestly but do not overwhelm customers with too much technical information.

Keep personal opinions out of the sales presentation. Know your competitors products as well as you know you own. Know their features/benefits / strengths/ weakness. Overcome any objections until there are NONE the ASK FOR THE SALE. Create value in the product and the company until it meets or exceeds the price.

## 20. SELLING TIPS

Ask all the key questions first and you should be able to take them to the right product the first time. Some of the key questions are; How much, where is it going, who is buying it, what is it going over , what is the heating system, what is the sub floor, have you shopped anywhere else, have you seen anything you like and at what price. Find out what they want/ give it to them /then ask for the sale. Do not give up price without getting something in return

such as larger quantity, take with today, cash. WE WANT TO  
GET EVERY SALE AT A FAIR MARGIN BUT WE WILL  
TAKE ANT MARGIN NECESSARY TO GET THE SALE.

## 21. URGENCY

We need to create a sense of urgency in the customers eyes. Give them a reason to buy such as the quantities are limited / the price may not be this for long / it was a special buy / this is the closeout of a product If they leave you have a lesser chance of making the sale. Let them know the great deals go quickly and that we have several stores all with able to sell the same inventory. YOU SNOOZE YOU LOOSE