



LUSH Team Sales Training Program

(For LUSH employees only)

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Table of Contents

Table of Contents.....	pg 2
Introduction.....	pg 3
Brand Story.....	pg 4
Product Overview.....	pg 6
Technology.....	pg 8
Customer Relationship Management....	pg 9
On The Floor.....	pg 10
Online & Mobile.....	pg 12
Cross Cultural.....	pg 13

Introduction

Welcome to the LUSH team!

We're excited for you to learn and grow with the company. You have already gone through the hiring process (interview and culture hour) and are now preparing to get out on the sales floor. Following is a training program for all new LUSH employees. Everyone needs to read this, if you have any please ask your trainers.

As you know from shopping experiences in LUSH stores we keep a high quality in sales training and knowledge, that's how all our staff are so helpful! This is something we take pride in and so should you as a new LUSH employee.



We love our staff to be passionate about our products and passionate about all that LUSH stands for. LUSH is also non-discriminatory, we hire anyone who is appropriate for the job, whether they are covered in tattoos or have funky hair. All are welcome at LUSH!

We love individuality, but please remember that working on the floor we wear any combination of black or white clothes, closed toe shoes, and the LUSH apron overtop. Please feel free to wear colourful socks, scarfs etc. to express individuality.

Brand Story

Lush is all about being fresh and feeling good while still holding our strong ethics. We hope each of our employees exude our brand values as they continue to work and sell our products.

Lush's Mission

- Fight animal testing
- Support gay rights
- Think environmentally
- Cut down on packaging
- Recycle
- Support humanitarian causes
- Only using ethically sourced ingredients



How Are You Going to Represent Lush's Values?

Being a Lush employee we hope you agree with the ethics of the brand. We hope in your everyday work that our values will shine through you to any customer you make come in contact with. The following page will give helpful steps for representing LUSH!

1. Be Aware- Make sure you are educated on any special promotions or campaigns that LUSH is backing. Your manager will hand out educational booklets on the matter that we expect all staff to be briefed on.



2. Take Advantage of Talking-
Let your customer know the specialty of our products and what each of them stand for. This will make them proud of their purchase and let them also carry our values- overall creating a more conscious world!



3. Mind Our Mission- Keep our mission in mind for a better world with every move you make. Remember to remind the customer to recycle their used containers!

4. Learn LUSH- Be able at any request to be able to verbally communicate LUSH's ethics and the action we take to maintain them. This is learned when you first begin working for the company and is reinstated throughout your job with LUSH.



Product Overview

LUSH's staff is known for their product knowledge.

The power of product knowledge lets us better inform and help the customer with their needs, leading to sales and growth of the company.



Learning about the Products- LUSH wants each of our staff to have great product knowledge, it also helps when they are passionate about the product. Each time a new employee is hired we have three days of training with five hours each day before they are placed on the sales floor. This gives new staff time to try each product and become educated about the ingredients and results of certain products.

Since we use natural ingredients we attract people with sensitive skin and customers that have skin allergies. Knowing the ingredients of our products are especially important in these cases.



Knowing the Benefits- Any sales person should be able to sell the benefits of a LUSH product to a customer. Besides supporting more ethical living the customer should also know the physical benefits of the product. Learning benefits of a product can come from knowing the ingredients and what they do and also by getting feedback from customers who have used the product.



Construction of Products- No secrets here! We envision and support a healthier Earth, we keep our product factories local. This cuts down on shipping/transport emissions. As an employee you can also apply to work in our factories, where your work will be credited with a 'made by' sticker. For our sales staff to be educated about the quality conditions our products are produced in, we take them on a tour to the nearest LUSH factory. Viewing the factory lets employees meet some of the faces behind the beautiful products we receive in store, and is an opportunity for them to get their hands dirty by getting in on the action!



Supply Chain- LUSH is proud of our ethically sourced ingredients and we urge employees to share this information with customers. We brief all sales staff on the importance of our ethical supply chain. We enjoy having a meeting where we show information clips and videos about the places and communities our ingredients come from. If we begin to buy from

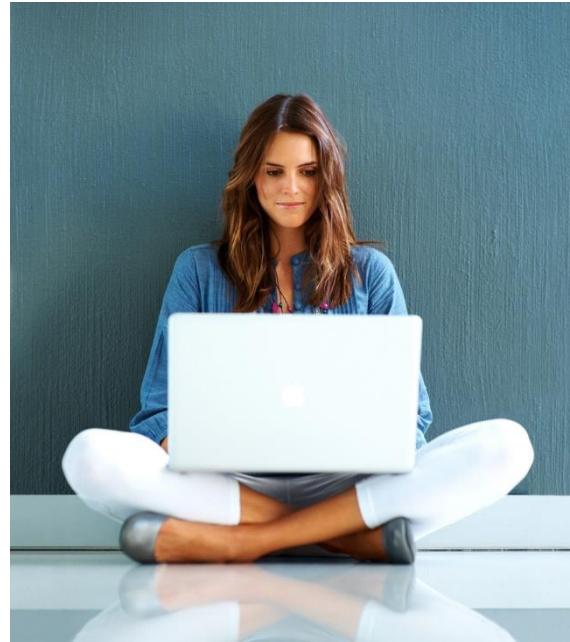


anywhere new we have a meeting workshop where staff get educated on the new supplier and are able to ask any questions they may have.

Technology

As LUSH continues to grow, more technology will be implemented.

As of now, we are not big on technology.
We are a simplistic company and that shows in the way we use technology.



Each LUSH employee will have access to our *QlikView Business Discovery*. It's a software we chose after much consideration that helps gives insight to sales review, sales performance, and stock management.

QlikView



We chose *QlikView* because many can use it at all tech experiences levels.

Customer Relationship Management

At LUSH our relationship with our customers is very important to us. We want to be able to help them with any questions, find something that would benefit them, and create a repeat purchaser.

Learning About the Consumer

When there are new employees we provide a Consumer Behaviour Course. It will give them a better idea of what to expect from consumers, what to do in different consumer scenarios (ex. Upset consumer), and why some consumers behave the way they do.



Communicating With Your Customer- Throughout a new employees first three days of training they will go through lots of customer communication role-play. A Sales Trainer will approach them and ask questions, pretending to be the customer. When the scenario is finished the Trainer will give feedback, what you did well and what can use improvement. Then you practice again, practice make perfect!

Reining in a Repeat Purchaser- The product benefits is a big part of having a returning customer but so is the experience they have in the store. Ask the consumer questions about themselves and their own skin instead of talking to them like their skin is in a large category. You want them to feel like they are having a personal experience. Don't be afraid to make friends with consumers, something that happens often to LUSH employees. After a sale remind the customer to come back and give you their thoughts on the product.

Working the Floor

Clocking In- As a LUSH employee you receive your schedule via email. We expect that you follow your hours. We do not have an official clock in machine. If you are going to miss any shifts tell your manager and also send an email to your LUSH location stating which shift you are missing at least a week in advance.



Pre-Opening- The aspects of pre-opening will be taught within your three days of training when you are first hired. You will not be asked to pre-open until you have worked for LUSH for at least two months. Before you

have your first pre-opening your trainer or manager will re-brief you with all the steps the pre-opener does. We suggest you write it down.

Visual Merchandising- We want the store to keep exude our motto of being fresh! That's why in our LUSH locations we like to have atleast two bouquets of flowers, we want each location to having a living plant wall, make sure they have water! If you see any excess dirt or mess on the floor, take action to clean it up. Our visual displays are very colourful and eye catching just how we like it. We put our bath bombs in a rainbow assortment so colours go together but also have a colourful contrast.

Merchandising is large with our soap, we want it to look like a high class cheese deli. This draws customers into the wacky look but it also gives them the opportunity to get close to the soap products. Make sure all sink areas where customers tested products are cleared of all waste (used paper towel and cotton rounds).

Checking Stock- There is an assigned employee who's job is to check stock. If you have any question or are looking for a product check with that employee first. As a LUSH employee you will have access to our stock information through *QlikView*.

Cashier- Through the first initial days of training you will learn how to use the register, also how to weigh, price, and cut the soap blocks. We'll go through mock payment situations and learning the process of returns.

The cash wrap area can be a popular area because in most LUSH store layouts the soap display is nearby. Ask for help from fellow employees if the crowd becomes too large or if you have to work the register and can't focus on the soap sales.



Closing- As with pre-opening, it will not be expected of a new employee to close. They will be asked after only they have two months of experience. Learning about closing teaches them all the steps to shut down the store and lock it up. Before an employee closes they will be trained on all the steps that need to be taken and for the first time they close an experienced employee will be with them in case of questions.

Share- Please share your success stories that happened working on the floor! This helps motivate your sales team.

LUSH Online

Campaigns- LUSH's famous campaigns are shared online where they are viewed worldwide. The internet is a great way to spread our ethics. Please stay updated on LUSH campaign videos. Every time a new video comes out we will have a LUSH viewing party that always us to unite and be proud of our company and share our thoughts on the matter.



A screenshot of a Facebook post from LUSH Cosmetics. The post features a photograph of various LUSH Valentine's Day products, including heart-shaped soaps and lotions, arranged on a wooden surface. The caption reads: "Fall in love with LUSH: our Valentine's Day goodies are in shops now! <http://bit.ly/1nlqXtF>". The post has 2.9K Likes and 78 Comments. Below the post are standard Facebook interaction buttons: Like, Comment, and Share.

Social Media- Share, share, share. We love seeing your passion for LUSH products through the internet. Each LUSH location also has its own facebook page rather than having just one big LUSH page. The individual pages give a more 'community' feel to the consumer and makes it so they feel more comfortable asking questions online. Ask your manager if you can post a picture on your locations facebook page. We encourage it!

Cross Cultural

Respectful Environment- At LUSH we provide a safe and respectful environment to all our customers. We are graced with a multicultural world and must make sure our actions and speech do not offend anyone.

Any racism, sexism, or rudeness is NOT acceptable.

Culture Knowledge- Throughout working at LUSH we will have culture meetings. We will have experts on each culture come in one at a time.

They will explain the culture as well as points about the culture that are misconstrued sometimes by the public. You will be able to ask questions.



Religion Knowledge-

LUSH has religion workshops where the staff gets educated on all religions. Knowledge of religion allows us to better understand and be more aware of the possible difference in our consumers.

LUSH employees will have to be able to match the religion to its correct description on a small quiz by the end of the religion workshop.