



Kate spade
Employee Training Manual
Store:2048



Table of contents

Table of Contents	1	•Stock Checks	20
Introduction	2	•Closing Shift	21
Brand Story	3	Cross-Cultural/Cultural Sensitivity Training Methods	22-24
Product Overview	4	•Cognitive	22
First Impressions	5-7	•Experimental	23
•Dress Code	5	•Affective	24
•Greeting	6		
•Behaviour	7		
Selling Techniques	8-13		
•Windows	8		
•Merchandising	9		
•Knowledge	10		
•Fitting Room	11		
•Cashwrap	12		
•Exit and Followup	13		
Online and Mobile	14		
On Duty	15-21		
•Clocking In	15		
•Pre-opening	16		
•Responsibilities	17		
•Shipping and Receiving	18		
•Working the Register	19		

Introduction

Welcome!

By getting a job at Kate Spade, you represent the brand image to our customer.

Retail selling is about detail and listening to customers is the starting point. Sometimes it involves observing customers too, but customers are the focus. A strong desire to be helpful matched with a clear understanding of what the customer wants or needs to achieve is far more likely to result in a sale, even if sometimes the sale is not today.

However, without the appropriate skills, even the strongest desire to be helpful is unlikely to be successful. The initial training will help you to get information and skills which is the key to start your selling. Also, it will be completed in 4-5 days.



What do you need to know about Kate Spade?

Brand Background → live colorfully

Kate Spade New York is an American fashion design house founded as Kate Spade Handbags in January 1993, by Kate Spade. The name is rendered on products (and occasionally in literature) in all lowercase (kate spade). Jack Spade is the name for the Kate Spade brand's line for men.

Women and fashion editors fell for the fresh, modern sensibility, and our first shop in new york city swiftly opened in 1996. As the company grew, our graphic approach and trademark wit created a visual shorthand for a brand recognizable the world over.

In 2007, spade turned the reins to design powerhouse kate spade & company (formerly known as liz claiborne, inc.). Shortly after, Deborah Lloyd took the helm as president and chief creative officer with an aim to broaden the line while honoring our rich history. along with ceo Craig Leavitt, she quickly launched clothing and jewelry collections, quickly followed by the introduction of bedding, Leg wear and fragrance.

All the while, we've never lost sight of who we are: our spirited approach, commitment to curiosity and passion for sharing our colorful world still shapes all that is kate spade new york.



What do you need to know about our product?

Product Overview

The product information is important for you to start your selling. So please always go to our information base and get the product data for our latest or next collections. *Notice: All you need to know includes fabric, concept, size & type.*

Handbags



- SATCHELS
- SHOULDER BAGS
- TOTES
- CROSS BODY
- CLUTCHES
- DIAPER BAGS
- TRAVEL BAGS

Shoes



- SANDALS
- FLATS
- SNEAKERS
- WEDGES
- HEELS
- BOOTS

Clothing



- DRESSES & SKIRTS
- JACKETS & OUTERWEAR
- TOPS
- SWEATERS
- JEANS
- PANTS, SHORTS & ROMPERS

Accessories



- NECKLACES
- BRACELETS
- WATCHES
- EARRINGS
- RINGS
- DAINTY SPARKLERS SHOP
- CHARM SHOP
- BRIDAL SHOP
- HOROSCOPE SHOP
- IDIOM SHOP
- JEWELRY BOXES, HOLDERS & TRAYS



First Impressions

Dress Code

The dress code is one of the most direct way to show the brand image. Kate Spade is expected to express the brand concept of colorful live. We have unified and seasonal dress for you. So ***You are not allowed to wear any other clothes visible during your shift.*** It is important and necessary to obey this rule. By the way, you can pick your own shoes to match the uniforms, it should be comfortable.

Greeting

What's in a greeting? A great deal for retailers concerned with productivity. Effective greetings create opportunities for relaxed conversations with customers. Ineffective greetings that elicit a "No thank you" drive customers away while leaving sales associates unaware of how their actions contributed to a lost sale.

- Forget the Golden Rule.** If "Do unto others as you would have them do unto you" is the golden rule, the platinum rule in retailing is "Treat others the way they want to be treated." Remember that one greeting does not fit every visitor. So you have to observe customer when they walking in and quickly find out the greeting which fit them. This is not hard, but need practice. So keep this rule in mind and do your best.
- Learn to distinguish between "now" and "later" customers.** "Now" customers are looking for help and can be approached immediately. "Later" customers want to browse, so early questioning can damage your relationship with them. Effectively find out who need your help and suggestions right now on one hand, on the other hand don't bother someone who want to be alone.
- Greet visitors with open-ended questions.** Once a visitor sends a signal that he or she is open to being approached, greet with an open-ended question such as "What brings you in today?" Open-ended questions tend to elicit longer replies with more information.

Ability to
multitask

Sales associates have to juggle customers and their questions and needs, and at the same time attend to their other store duties.

Articulate

Sales reps must be conversational and have the ability to formulate answers and provide information when asked.

Respectful

The customer might not always be right, but she is always the customer. Customers must be treated with respect, even in the most challenging situations.

Positivity

The ability to smile in the face of a long and possibly chaotic day can make a world of difference to customers.

Empathy

Being able to look at a situation through the eyes of a customer is an extremely valuable skill that can enable you to provide the highest degree of service.

Innate
friendliness

Customers don't want to deal with sales associates who have to force themselves to be pleasant and nice.

Flexibility

When dealing with the public, things can go wrong. You have to be flexible enough to roll with the punches and think outside the box sometimes.

Proactive

It's never a good idea to wait until a customer is stressed or agitated before offering assistance. Being one step ahead to gauge when someone needs help is the best way to minimize a brewing situation.

Behavior

Confidence

The confidence to make eye contact and strike up a conversation with strangers is absolutely essential.

Patience

Dealing with people means that you will have to take the good with the bad. The patience to deal with all types of customers is vital.



Kate Spade

Selling Techniques

Windows

Window display is more than just a display of wares. It is a unique form of advertising. As stated earlier, it is the first contact point between the store and the customer. It defines the store and gives an idea of what the store is all about to the customer. It determines whether the customer will walk into the store or walk away from it.

We will do the window display by company's annual windows report. So what you need to do is to make sure that you are clear about the arrangement of windows. Also you should always keep it clean and keep the mannequin are styled.

Merchandising

- 1. Make a friend** Finding something in common, something not related to the merchandise in front of the customer begins to build rapport.
- 2. Sell people on value.** Try to sell something that consumer don't need, but they will never regret buying it.
- 3. Challenge their perceptions.** Try to challenge them about how they perceive the product, like quality or purpose.
- 4. Be honest.** Just be honest, the consumer can tell.
- 5. Add-on, Up-sell or Cross-sell.** Great salespeople always try to increase the sales total once the customer has selected their main item or product.
- 6. Learn from your successes and mistakes.**



Selling Techniques

Knowledge

Knowledge includes brand knowledge and product knowledge which is important to show how professional you are.

More things you know, more professional you will be. The knowledge will help to make your consumer trust you. And when they ask for some help or advise, what you say is more believable to them. Show your knowledge.

Gather as much as possible information which is related to our brand, and be an expert of our products. Please pay attention to our regular products launch and team role play practice.

Fitting Room

Shoppers who use dressing rooms are 70% more likely to buy versus those who browse the sales floor at 28%. Those who use fitting rooms buy approximately two times what the browser buys. And they return less. If they're assisted in the dressing room, they will buy nearly two times what the unassisted buys.

- Make sure to empty it after every customer.
- Make sure every employee knows their goal is to get customers to try on the merchandise.
- Make sure as they're taking the customer to the dressing room, they unpin or unfold the items.
- Make sure they check back within 2 minutes to see if the customer needs anything.
- Make sure they use good retail selling techniques and suggest items to complete the outfit.

Then the customer will happily follow the associate to the counter to be rung up and trust me, they will return again and again.



Kate Spade

Selling Techniques

Cashwrap

Introduce something valuable or on sale related to the product consumer bought which is effective way to sell some accessories,also let consumer realize about some discount or best value set.

Exit and Followup

Remain seated.

Always smile

Make eye contact

Stay confident

Be positive

Treat customer like before, don't show any impatience or just walk away.You should follow up to introduce some following products or discount.Also say something like "It will be a wonderful look in your party"Let the customer feel pleasant until they walk out of store.



Online & Mobile

E-commerce presence & Social Media

If our play-by-play coverage is any testament, Kate Spade New York ranks among the strongest brands in the online marketing space. From Twitter and Tumblr to Instagram and online video, we've been consistently impressed with the quality and strength of voice the fashion and lifestyle label has brought to each new platform. We're not alone: Luxury research and advisory firm L2 ranked Kate Spade second in its third annual Digital IQ Index in the fashion category, just behind Burberry.

<https://www.katespade.com>
Social media is one effective way to approach the success.

The official website is the E-commerce platform of our brand, it creates a huge amount of consumer.



On duty

Clocking In

You should show up for your shift around five minutes early, also you must first meet with the acting manager on duty. Then put your belongings into the locker.

1. Swipe your **Employee Card** over Reader (It's the black thing with the little red light on it)
2. Verify that you are the correct user (look in the lower right hand corner of the screen, your name should be there)
3. Click the "Clock In" button on the left side of the screen
4. The pop-up will show your name and the current time, click "Continue"
5. A second pop-up will verify that the clock operation was successful, click "OK"
6. Click the "Exit" button on the left side of the screen

Please do not forget to bring your employee card, also don't lose it.



On duty

Pre-opening Responsibilities

- Manager and staff should arrive 1 hour prior to opening to allow enough time to prepare for the start of the day.
- If there is any tampering inside or outside the store, do not enter – remain where you are and call the police.
- Do not open the store alone. Two or more associates must be present before the door is unlocked. Know the duress code for the alarm system.
- Disable alarm.
- Turn on lights necessary for sales floor preparation.
- Walk the floor to inspect housekeeping and use store evaluation checklist.
- Open safe, remove cash register tills.
- Set up cash registers for opening cashiers.
- Turn on computer and overhead music systems.
- Turn on air conditioning system.
- Do a visual check of doors, windows, and aisles to be sure nothing was disturbed.
- Assigned cleaning/restocking/merchandising duties.
- Activate any working displays and turn on any televisions.
- Ensure the tapes in the VHS VCR/Multiplayer are changed and the unit is recording.
- Get outfitted with supplies and radio.

Notice: Do not forget to clocking in

Shipping Receiving

The individual tasks of freight processing vary from one retailer to another. The size of the delivery, the type of products, location for receiving and method of tagging each play a vital part in merchandise handling. However, the overall concept of receiving merchandise is very similar across most retail stores.

Sometimes if there is time, manager will ask you to do some job for shipping receiving.

Preparing for Merchandise Receipt

The store manager will most likely be informed of the intended shipping date for seasonally buying events. So please help preparing the receipt of merchandise.

Checking In Freight

- Confirming the number of cartons match the quantity on the bill of lading
- Examining the containers for signs of damage, including leaks, tears or broken seals
- Verify the weight, if necessary, matches the amount charged.

Stocking Merchandise

As soon as the inventory has been received, checked-in and priced, it should immediately make its way to the appropriate location within the store. And according to the arrangement of manager, stock the products in right place, also move the rest goods in the stock room.



On duty

Working the Register

You may be assigned to work one registers. Anytime you use the register to ring up customers.

Here are the step:

- 1.log in our store system with your employee card number and keyword.
2. Ask consumer who offer the services for them,and also record the name.If there are no one follow up the customer,you can take that sale.
- 3.Ask if they are our membership,if they are,swipe their card or enter their phone number to accumulate the credit.If they are not,ask them if they want to register our membership for free.Also have our particular discount every season.
- 4.Scan the price label one by one,and press F1 to total up the purchase.Ask consumer if they want to use Visa or Debit or Cash.
- 5.If they use card to purchase,you should ask the customer to swipe their card on the credit card reader.If the customer pays with cash, enter the amount and give the customer the necessary charge.
- 6.Package the merchandise with right size bags.You will see different size of bags.When they have more than 3 stuff,ask them if they want to package it with 2 small bags or 1 large bags.It will makes them feel good.Also sometimes they will want to one more bags.Please put it with goods with our catalog.No hesitation.

If you want to cancel any orders or accept the returns from customer,please call the manager.You are not allowed to do the operations.



On duty

Stock Checks

You may have to do some stock checks for consumer. Using the system in register by pressing F2. Then swipe the label and the stock information will be showed. If the merchandise you are looking for is not present in the store you may have to check the stock room.



On duty

Closing Shift

The store will close at 8 p.m. every day. You have some duties before you close shift.

- Clean up the ground which means you should pick up the trash, throw it and put it outside store. Also, you should replace the trash bags with new one.
- Every merchandise in store should be right place and folded neatly.
- Check the merchandise if there's anything wrong.

Cognitive

- E-Learning**

On-line guidelines of entire brand knowledge posted in our information base by image with short text and short videos. It includes complete information about brand knowledge and product information. So be sure you have a good use of it. It will help you to be professional.

- Gather related information**

Know and gather recent related brand information. We will have 3 hour discussion. Everyone should prepare a powerpoint with good view of our brand. We will do it one by one. Also leave time to have some discussion.

- Hands-on experience**

We will have practical experience for product. Attend one product launch and have a visit to the production. Deeply help you to touch with our product and understand the process.

Measurement:

We will have a small test about brand and product knowledge. The format will be the race to be the first to answer a question. We will have several questions and the first right will earn one point. The test will be end with someone win 8 points. This is a way to test your performance on this part. Hope you will be the winner.

Experimental

- **Short video**

We will watch a short video of behavior with consumers at every stage of the sales process. There will be right process or wrong. Then discuss it with others and figure out the right behavior you should have.

- **Issues of cultural differences**

Use your internet to find one issue of cultural differences and prepare for a short presentation to express your idea or views.

- **Perspective-taking exercises**

We will set two different roles. And pick two people to act it, then change the position. It will help you to understand when you are in a different position, you will have a different view. Especially people have cultural differences.

Measurement:

One by one answer the questions about the behavior under different situations which are related to cultural differences. It will be the basic questions, but you can't answer it over 10 seconds. You have to give a reasonable answer in 10 seconds.

Affective

- Short lectures

We will have a short lectures to help you understand the cultural diversity is essential to maintaining a balanced organization. Also we will introduce several behavior you should pay attention to.

- Group discussion

We will give you some issues and images. Then you can have a small group discussion and figure out the right understanding of it.

- Group problem-solving and card-sorting activity

Still work in group. We will have some card-sorting and problem solving of some awkward situation. It will help you to figure out how to solve these kind of problems during the work.

Measurement:

Alternate role play

We will have an alternate role play with team which act customer or sales associates. We will have specific situation given to you. It will test if you understand and your behavior about cultural diversity.