

VISUAL SALES MERCHANDISING SUPPORT

It is our hope that Daniel's general store appearance, window displays and case displays will be the most exciting in the mall or on the street, and that they will help create a desire in our customers to buy our merchandise.

Good looking store displays serve as a store's "silent salesperson" and exciting, well merchandised stores attract customers. There is no way to know how many customers have walked into a competitor's store because their store looked better than ours, or their windows were more exciting.

Creating a **successful store image** requires the participation of each store associate. The visual merchandising and advertising departments at the Main Office determine company promotions and develop the presentation materials. It is up to each store manager to work with their associates to ensure that the directions concerning these promotions are followed so that their **stores look professional, organized and make a positive impression** on their customers.

We are proud of Daniel's. Each store location is a reflection of the entire chain. Therefore, creating **consistency in appearance from store-to-store** is important to our company. It builds recognition and credibility in the minds of our customers. For this reason, store managers and associates should work to ensure that the following factors are monitored daily:

- Cleanliness
- Orderliness
- Lighting
- Placement of merchandise
- Signage
- General Aesthetics

The VISUAL SALES DAILY/WEEKLY CHECKLIST is an aid to achieving and maintaining a satisfactory level of Visual SALES Merchandising in a store. A sample Checklist is on the next page.

VISUAL SALES DAILY AND WEEKLY CHECKLIST



NEW Visual Sales Daily Quick Checklist

Check each of the 10 points and correct any items identified.

1. All Associates are professionally dressed and wearing name tags.	Yes/No
2. Daniel's sign operating, with all light bulbs illuminated & timer set properly.	Yes/No
3. Store front is clean, free of fingerprints, swept, mopped.	Yes/No
4. Exterior lobby stand is clean & filled with current catalog.	Yes/No
5. Exterior glass windows and doors are clean.	Yes/No
6. Office area is clean with no documents visible to customers.	Yes/No
7. Carpet & tile floors are vacuumed, swept, mopped and clean.	Yes/No
8. Showcase exterior glass & mirrored surfaces are wiped clean.	Yes/No
9. Music is playing from AME and messages on hold.	Yes/No
10. We are ready to SELL and Achieve Quota!	Yes/No

Manager Signature: _____ Store #: _____ Date: _____

Visual Sales Daily Quick Check List

11/6/18



Visual Sales Weekly Checklist

Planning		Showcase Setup	
Current Promotional Planner read and initialed by manager and all associates	Yes / No	Interior glass / pads / boxes clean	Yes / No
Case assignment posted with every section assigned to an associate	Yes / No	Focal area established in center of each case with pyramid format	Yes / No
Store cleaning schedule posted, assigned, and up-to-date	Yes / No	In-Case signage is placed properly and in the correct sign holder; Permanent Gold "Instant Credit" Signs are in every other case.	Yes / No
Proper signage (banners, case signs, in-case signs) and props for current promotion are properly displayed	Yes / No	Display elements and boxes are clean and in good condition	Yes / No
Store Layout		Merchandise Layout	
No visible tape or hanging balloon ribbon on the exterior or interior walls or ceilings	Yes / No	No missing pads in multi-display trays	Yes / No
Credit application holders at diamond and watch cases alternating with promotional counter signs	Yes / No	Sale / promotional merchandise is neatly tagged, with ring tags tucked into display	Yes / No
Store return policy posted at EACH POS	Yes / No	Trays are full, positioned evenly facing customer, with minimal use of ring plugs	Yes / No
Bathroom is clean	Yes / No	Merchandise in display elements is clean, polished and free of fingerprints and organized by style and look such that finding a step-up or step-down item is easy	Yes / No
Baseboards and Air Vents have been dusted clean	Yes / No	Ensemble pieces are displayed together so that matching or similar earrings, pendants, and rings can be easily found by style and price point.	Yes / No
Ring boxes stocked, organized, and labeled	Yes / No	Watches are clean and polished with batteries working and correct time set.	Yes / No
Under showcase storage area is clean and organized, with displays separated by type	Yes / No	Trio sets & wedding sets are displayed correctly with man's ring on bottom & engagement ring over wedding ring; if displayed in a box, the set should be on the left and the gents ring on the right	Yes / No
No burnt out lightbulbs or light fixtures in ceiling or cases and no BLACK ENDS on Fluorescent tubes	Yes / No	Watches are separated by brand, by sub-brand, by ladies and gents, and by collection	Yes / No
Repair area clean and organized with splash protector around ultrasound	Yes / No	Countertop Spinners are clean and full and nothing fallen to the bottom; merchandise is in correct boxes and elements.	Yes / No
Stockroom, lunch area, and appliances clean. No Open Food Of Any Kind. Backroom door closed.	Yes / No	Chains organized by color, length, then style	Yes / No

Maintenance Issues To Report on the Help Desk:

Notes:

Date:

Store #: _____

Conducted By:

Manager / Keyholder Signature:

Visual Sales Weekly Checklist 2018 section 1.xls

Modified: 7/12/2019

You can find the form(s) on the Store Intranet (see below).

>Ops Manual, POS and Forms

>Visual Sales and Promotions Forms

>Visual Sales Daily and Weekly Checklist

GENERAL STORE APPEARANCE

Every Daniel's promotion has a theme or is centered around a season or holiday. These themes are reflected in the colors and the types of elements chosen for store signage, banners, props and seasonal trim.

Promotional material packages are sent to stores prior to the start of each promotion, to allow the store manager and associates adequate time to prepare the store for the promotion.

SIGNS

Promotion packages sent to the stores include COUNTER-TOP SIGNS, IN-CASE SIGNS and "LOBBY" SIGNS.

Lobby signs are 22" x 28" and should only be used in the lobby stands at the store entrance or in wall-mounted signholders inside the store (when available). These signs should be placed on the fronts and backs of the lobby stands, with the stands positioned outside the store so that fronts and backs are visible to customer traffic. These signs should never be pinned, taped or stapled to the walls or placed on the floors.

CLOTH BANNERS

Adhere to the following guidelines when displaying cloth banners:

- *There are two different types of cloth banners:
Notched banners - Notched at the top and bottom for use on banner pole.
Unnotched banners - Straight seams across top and bottom, for use on pre-designated walls inside the store.*
- *Hang notched banners on the front and back of banner poles, positioned in the front of the store where each side is visible to approaching customers.*
- ***Do not pin, staple or tape cloth banners to walls.***
- *For both types of banners, make sure to use dowels the same width as the banner at both top and bottom.*

BALLOONS

Balloons have become part of our daily store decor as well as a way of making our store appear friendly and inviting. Stores look their best and achieve greater impact when balloon colors coordinate with the colors of a themed promotion or holiday.

CREATING EYE CATCHING, TRAFFIC STOPPING DISPLAYS!

Store volume can increase and customers are more likely to shop in stores with eye-catching, traffic-stopping case displays.

Such displays have:

- Merchandise selection covering a range of styles and price points.
- Merchandise appropriate to the season (*i.e. "Love" jewelry in February, "Mom" jewelry in May, etc.*).
- A center of interest / focal point.
- Visual balance.
- Appropriate & current signage including current handwritten sales tags.
- Clean merchandise & display elements.
- Good lighting.
- Neat, uncluttered appearance.
- A merchandise "story" to tell to the customer.
- The current promotional theme, from the exterior signs and windows into the store interior.

ORGANIZING & ARRANGING MERCHANDISE

The way in which merchandise is displayed can increase or decrease the sales potential. *Remember, exciting case displays are a store's silent sales people!*

Company guidelines require that merchandise be displayed following the parameters listed below:

- ☐ When installing new displays, make sure to read and adhere to the guidelines imposed by the written instructions and the photographs or illustrations provided.
- ☐ Make sure that trays are positioned evenly in cases.
- ☐ Make sure that displays are facing the customer.
- ☐ Display matched sets together.
- ☐ Make sure trios sets correctly displayed with the men's ring on top and the engagement ring over the wedding band.
- ☐ Make sure rings are upright in tray and ring tags are hidden.
- ☐ Position watches properly in boxes or trays (so watch is facing customer).
- ☐ Organize watches by separating ladies and gents' leather straps and metal bands. Set watches to current time and make sure batteries are good.
- ☐ Organize chains by length, then style.
- ☐ Make sure all boxes are right side up and merchandise is facing the customer.
- ☐ Condense merchandise so that minimal plugs are in use.
- ☐ Make sure that merchandise is displayed in the appropriate tray, box or fixture.
- ☐ Make sure that all boxes used for display match in color and style.
- ☐ Merchandise similar items together.
- ☐ When possible, feature promotional and seasonal merchandise in windows and/or in high traffic browsers or cases.
 - *Lead-in cases and browsers should highlight the fast moving merchandise, which is usually the same merchandise that is specially advertised or featured in the catalog.*
 - *Place "specials" up front and tag them for maximum exposure and customer recognition.*
 - *Catalogue merchandise should also be displayed prominently.*
 - *The most popular merchandise, appealing to the most customers, should also be displayed prominently within the appropriate merchandise category.*

CASE DISPLAY INSTRUCTIONS

- 1) *Empty the case of all merchandise, props and signage.*
- 2) *Clean interior glass and mirror.*
- 3) *Brush or wipe off case pads and boxes (brush fabric & wipe with damp cloth).*
- 4) *Assemble display components including case trim, signage, display trays, jewelry boxes, risers and/or stands.*
- 5) *Begin by establishing the center of interest in the middle rear of the showcase. These components include 3 1/2" x 5" promotional sign in plastic holder, current approved case trim, featured merchandise, highlighted in box or riser.*
- 6) *Keep the case uncluttered by aligning trays with sides and front of the showcase. Do not angle trays and other display elements.*
- 7) *Begin to add the larger trays or elements. Place the first one on one side of the center of interest.*
- 8) *Balance the display with a similar tray or element on the opposite side of the center of interest.*
- 9) *Continue adding component pieces, remembering to balance both sides of the case.*
- 10) *Make sure that the trays are full, that similar merchandise is shown together.*
- 11) *Always attempt to fill all trays and use extra display elements (boxes, fingers, necks, etc.). Keep ring plug use to an absolute minimum when preparing a new case display.*
- 12) *Use price tags, neatly lettered in black to highlight promotionally priced merchandise.*
- 13) *Clean exterior glass and straighten signage on top of glass.*
- 14) *Go around to the other side of the case to view it with a customer's eyes.*
 - Is the display eye-catching?*
 - Does the case appear uncluttered?*
 - Is the case clean, well-lit and orderly?*
 - Are advertised pieces featured prominently?*

WINDOW DISPLAY INSTRUCTIONS

Store DISPLAY WINDOWS are considered prime "real estate." They give customers a small sample of what the store has to offer. Because of the tremendous sales opportunities that windows provide, displays must make a wide range of potential customers want to come shop in our store.

Company guidelines require merchandise to be displayed following the parameters listed below:

- 1) *Empty the window of all merchandise, props and signage.*
- 2) *Check and replace any burned out light bulbs.*
- 3) *Brush or wipe off the floor pads (brush cloth and wipe vinyl).*
- 4) *Wash the interior and exterior window glass.*
 - *Interior glass should be cleaned every time a new display is installed.*
 - *Exterior glass should be cleaned daily.*
- 5) *Brush or vacuum any particles left on floor pads.*
- 6) *Clean plastic risers/stands with plexiglass polish, brush off suede risers/boxes making sure that all window props are clean and undamaged.*
- 7) *Assemble all necessary components including the current Visual Merchandising memo, the current sales catalog, assorted risers and stands, current sale signage, tags and display props (as directed in Visual Merchandising memo)*
- 8) *Using the latest Daniel's mailer as a guide for selecting merchandise, windows should always make a major diamond statement (i.e. a diamond window may feature a total weight group, a promise ring selection, a diamond earring special, in addition to other selection).*
- 9) *When selecting the merchandise to be featured in the windows, consider the quantity and price points of the selected items. Also, consider the season and what sort of customers you hope to attract. Place important merchandise in the most prominent window positions. However, for security reasons, there should never be too many high ticket pieces on display in a window at one time.*
- 10) *Group similar merchandise together and feature jewelry sets or ensembles together.*
- 11) *After choosing the merchandise, clean it.*
- 12) *Position risers and props so that they follow the outline of a pyramid. Place the largest items first, then the medium sized, and then the smallest elements.*
 - *All risers and merchandising elements should be parallel to the outline of the window. Do not position at odd angles.*
 - *The jewelry must be the star of the show, never dominated by displays.*

WINDOW DISPLAY INSTRUCTIONS

(Cont.)

- 14) *Placement of merchandise and signage is to be done simultaneously. If a background sign or banner is to be used, place it at the center back of the window. Signs should not be blocked and they should not block the view of the merchandise.*
- 15) *Display signs next to the appropriate merchandise.*
- 16) *Price all promotional merchandise with the current color price tickets, lettered in black. Handwritten ring price tickets should be attached to the left side of the ring shank.*
- 17) *All boxes displayed should be coordinated Daniel's boxes.*
- 18) *After merchandise has been placed, check the window from the outside.*
- 19) *Carefully box up old signs and props removed from windows, cases and interiors and return to main office.*

MERCHANDISE & DISPLAY HOUSEKEEPING CALENDAR

Use the following checklist to ensure that the store's MERCHANDISE & DISPLAYS are always maintained and kept clean.

DISPLAY ITEM	DAILY	WEEKLY	PERIODIC
Ring Trays Watch Trays Boxes Necks Fingers Risers Earring / Pendant trays	Plug holes in trays. Fill empty pads.	If fabric, brush off using stiff bristle brush when merchandising in a.m. If vinyl, wipe off with damp cloth.	Change when worn, discolored or ring slots are too wide.
Case Pads Window Pads		Brush or wipe off before merchandising in a.m.	Call Vis. Merch. to schedule recover.
Counter top & Rotary displays	Clean exterior surfaces. Fill empty spaces.	Clean interior.	Take apart & clean. Replace or remove if broken or partially filled.
Signholders	Clean & polish with plexiglass cleaner. Make sure signs are in good condition.		Order new ones from Vis. Merch. when severely scratched or broken.
Showcase Interiors	Wipe or brush out, check lighting.		Remove pads & vacuum. Clean glass every other week.
MERCH. ITEM	DAILY	WEEKLY	PERIODIC
Rings Earrings 14kt. Gold	Polish with selvyt cloth as necessary.		Run through ultrasonic cleaner. Check for bad finishes for return to SMC.
Watches	Polish with selvyt cloth as necessary.		Check batteries. Set to correct time.
Diamonds Stone Rings	Polish with selvyt cloth as necessary.		Run appropriate pieces through ultrasonic (no pearls, opals, emeralds, etc.).







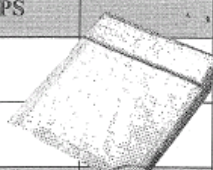
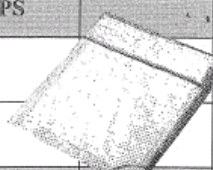


STORE HOUSEKEEPING CALENDAR


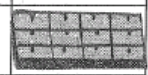









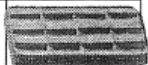

Use the following checklist to ensure that the STORE is always clean and orderly.

AREA/ITEM	DAILY	WEEKLY	PERIODIC
Carpets / Floors	Vacuum & Dust Mop Spot Clean		Professionally clean/ wax & polish at least every 3 months.
Baseboards			Dust & wipe clean.
Walls/Moldings	Clean smudges		Dust & wipe clean
Lights & Spotlights	Replace burned out bulbs & tubes		Dust & clean off fingerprints & cobwebs. Check for blackened tubes & relamp as needed.
Chairs	Dust & wipe down		Professionally clean upholstery once a year
Mirrored surfaces		Clean & polish	
Exterior sign			Check & clean monthly. Replace bulbs as needed.
Exterior glass, windows & doors	Clean & polish		
Exteriors entrance	Clean/sweep		
Showcase glass	Clean exteriors as needed		Clean interior glass & mirrors every 2 weeks
Coffee area (round table)	Clean coffemaker, thermos & tabletop		Wash and dry tablecloth
Lunch area	Clean	Clean refrigerator & microwave	
Trash	Empty baskets & remove from store. Inspect contents for merchandise & money.		
Bathrooms	Clean & sweep	Clean sink, toilet, mop	Scrub floor monthly

DISPLAY ORDER FORM

The following is a sample of a Display Order Form.

DISPLAY ORDER FORM			DATE OF ORDER: _____
Fill out form and fax to Amy @ (310) 665-2181 * Please fax a week before your next truck			
STORE: _____			
YOUR NAME: _____			
QTY	DESCRIPTION	PICTURE	
	BRACELETS & WATCHES		
	Bracelet Dome		
	Bracelet Sleigh		
	Bracelet Bar		
	Single Bangle		
	Pillow		
	Vertical Watch		
	CHAIN RAMPS		
	Chain ramp 14"		
	Chain ramp 16"		
	NECK FORMS		
	8" Case neck		
	10" Window neck		
	CHARMS		
	Single charm display		
	Multi charm display		

QTY	DESCRIPTION	PICTURE
	PENDANTS & EARRINGS	
	3 Pendant tray	
	12 Pendant tray	
	Sgl. E/P stand- short	
	Sgl. E/P stand- tall	
	3 pr. E/P stand	
	Whale Tail	
	Sgl. E/F stand- short	
	Sgl. E/F stand- tall	
	3 pr. E/F stand	
	3 pr. Hoop stand	
	6 pr. Earring tray	
	12 pr. Earring tray	
	Ensemble Tray	
	Ensemble (with neck) tray	