



MAKING DREAMS COME TRUE SINCE 1948

ASSOCIATE NAME

END.

STREET

USE PENCIL - Insert Date With Mgr & Assoc Initials in Box That Describes Associate's Performance Level For Each Task

Policy details for each task, refer to Store Web Terminal,

STORE ASSOCIATE
Required Job Tasks
Be A Sales Champion.

ing Forms, Associate Training - Evaluation Form & Warnings

STOCK ASSOCIATE Required Job Tasks To Be A Sales Champion.		KNOWLEDGE & How Well Task Is Done					WILLINGNESS To Always Do Task				
		Start → Goal			Start → Goal						
		Training Complete	Task Needs Practice	Task Quality Improved	Task Quality Satisfactory	Did It Once	Does It When Told	Usually Does It	Goal Always Does It		
POLICY											
1. Call or Clock-in & start working on time		Pg. 1									
2. Clothes & Name Badge comply with Dress Code		Pg. 2 - 5									
3. Does what Mgr/Keyholder asks w/out resistance		Pg. 6									
4. Completes & files all paperwork properly		Pg. 7									
5. Checks with manager before leaving store		Pg. 8									
6. Works Lease Line when not with customer		Pg. 9									
With Every Customer, always:											
7. Smile & greet with other than "Can I Help You?"		Pg. 10									
8. Attempt to show merch after taking pymt		Pg. 11									
9. Attempt to show \$1000+ item to each customer		Pg. 11									
10. Attempt to T.O. customers w/out purchase		Pg. 11									
11. Attempt to open J.A. account w/each customer		Pg. 11									
12. Attempt to sell Registry on each item		Pg. 12									
13. Attempt to Add-on items to each sale		Pg. 13									
14. Attempt to clean jewelry & create repair sale		Pg. 14									
15. Attempt to convert cash purchase to credit		Pg. 15									
16. Attempt to resolve each customer problem		Pg. 16									
17. Deliver Receipt Envelope & Credit Talk Off		Pg. 17									

Operations Drawer File #27

Operations Drawer File #22

#1

REVIEW OF REQUIRED JOB TASKS/WARNING

This informs me about the following job tasks that all employees including me are required to do.

1. Always know my correct work schedule each day, copy each weekly schedule when posted, and check it for changes.
2. By the start of each shift (also after a rest or meal break), I should be clocked in, wearing the required clothing, be ready to work and continue working until the end of my scheduled shift.
3. If I am going to be absent, I must call (no text) and either leave a message or speak with my Manager or Supervisor (only if my Manager is not available) at least three (3) hours before the start of my shift. If I leave a message, I must call and speak with my Manager or Supervisor only if my Manager is not available during the 30 minutes following the start of my shift.
 - a. If I can't call for any reason, I should arrange in advance for someone to call for me.
4. If I am going to be late, I must call and either leave a message or speak with only my Manager or Supervisor before the start time for my shift and say what time I will be at work.
 - a. If I am going to be later than this new late time, I must call back and tell my Manager or Supervisor before this new late time and then tell them what time I will arrive at work.
5. I should not be late or absent because of something I could have anticipated and done to prevent my being late or absent. This includes things like using an alarm with a battery (like a cell phone) and charging it if necessary in case there is a power outage during the night, or leaving for work early enough so that an accident or heavy traffic won't cause me to be late.
6. If requested by management, I must provide a doctor's note even if it is for the first day of my absence.

I understand that if in the future I do not do even one of the above required tasks of my job, *this may result in disciplinary action that could include my discharge*. My signature on this _____ day of _____ 20 ____ means that I read, understand, and received a copy of this warning.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#2

REQUIRED JOB TASKS REVIEW/WARNING

Today, I was reminded about the company dress code as stated and described in the handout I received that each store employee like me must always follow while working for Daniel's. I should always be wearing the required clothing when:

1. I arrive at the store for work; or
2. When I clock "in" to start work; and
3. At all times while being paid to work in the store.

Today, I was also reminded that doing the above is such an important requirement of my position that if in the future I intentionally don't do it, this may result in disciplinary action that could include my discharge.

My signature below means that I understand what I must do and have received a copy of this warning.

Reviewed this _____ day of _____ 20____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

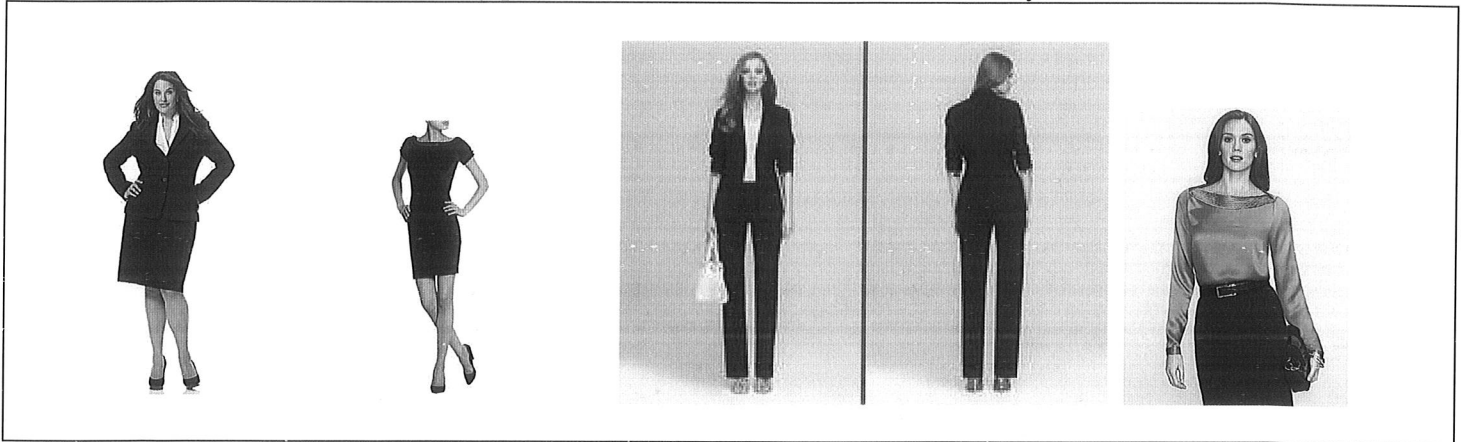
REQUIRED ATTIRE FOR DANIEL'S ASSOCIATE – DRESS FOR SUCCESS

The following are examples of acceptable and unacceptable attire for a Daniel's employee to wear while working. Each Daniel's employee should only wear acceptable attire whenever working such as in the store or when attending a testing, training or other company meeting unless directed to wear other specific attire on a specific day.

ATTIRE EXAMPLES FOR WOMEN

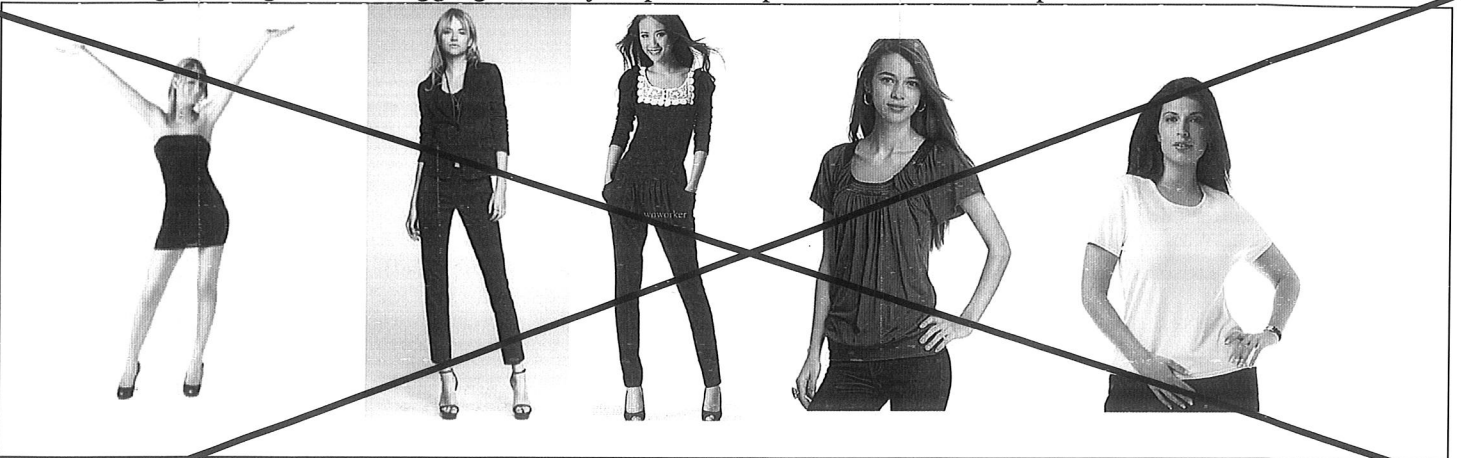
ACCEPTABLE

Options include dresses, suits; dressy pant suits or coordinated skirts with dressy blouses



NOT ACCEPTABLE

No short tight fitting dresses, leggings, skinny fit pants, Capri or cotton casual tops



ATTIRE EXAMPLES FOR WOMEN (Cont.)

ACCEPTABLE

Dress shoes- clean & new looking

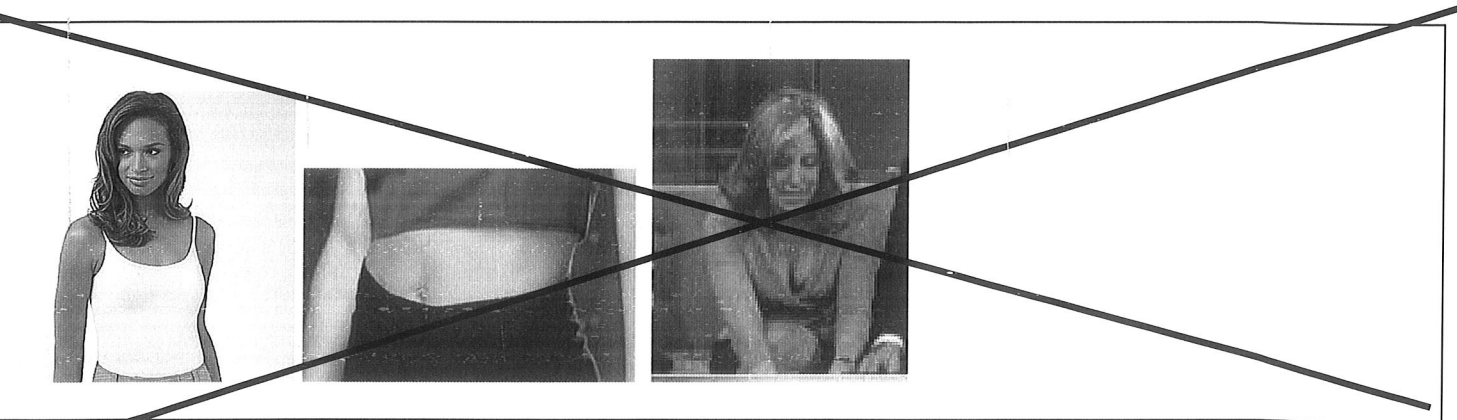


NOT ACCEPTABLE

No sandals, casual, thigh high boots or athletic shoes/boots



No spaghetti straps, blouse with exposed midriff or very low neckline.

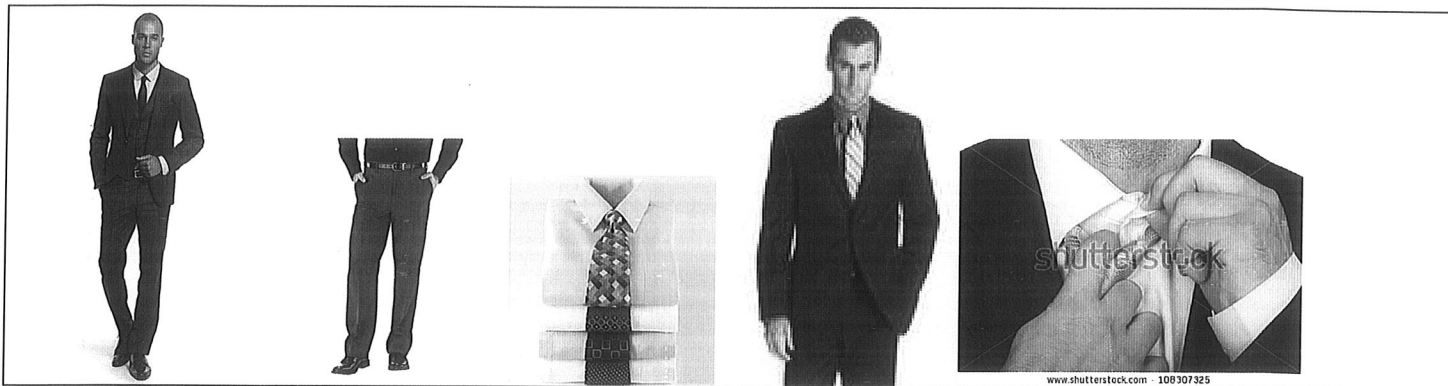


REQUIRED ATTIRE FOR DANIEL'S ASSOCIATE – DRESS FOR SUCCESS (Cont.)

ATTIRE EXAMPLES FOR MEN

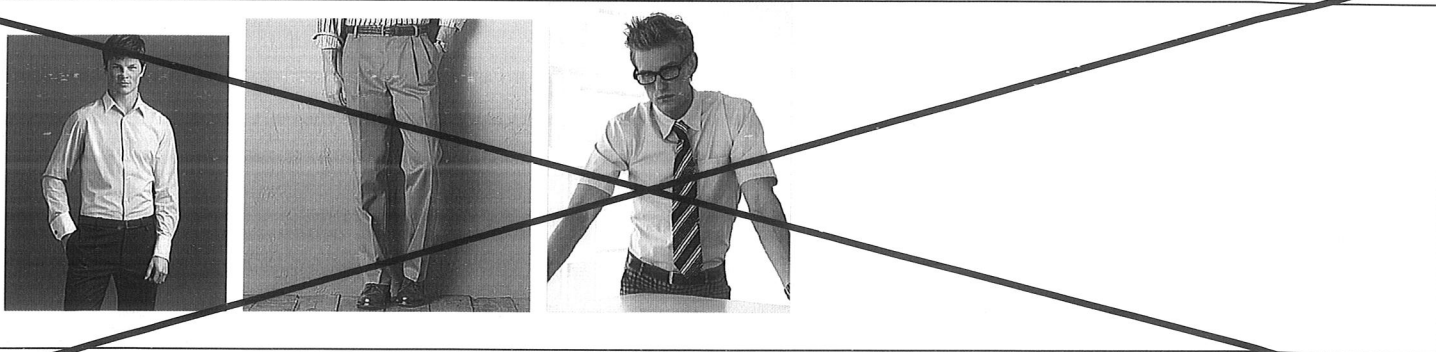
ACCEPTABLE

Suits; Sport Coats, dress pants, long sleeve dress shirts with top collar button buttoned & ties pulled up tight



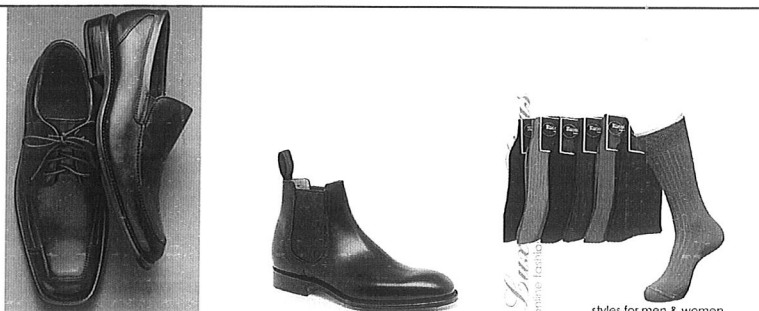
NOT ACCEPTABLE

No dockers pants and short sleeve shirts



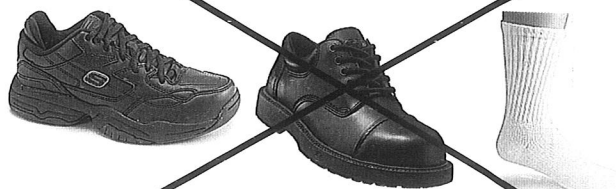
ACCEPTABLE

Dress Shoes; clean & new looking with dress socks



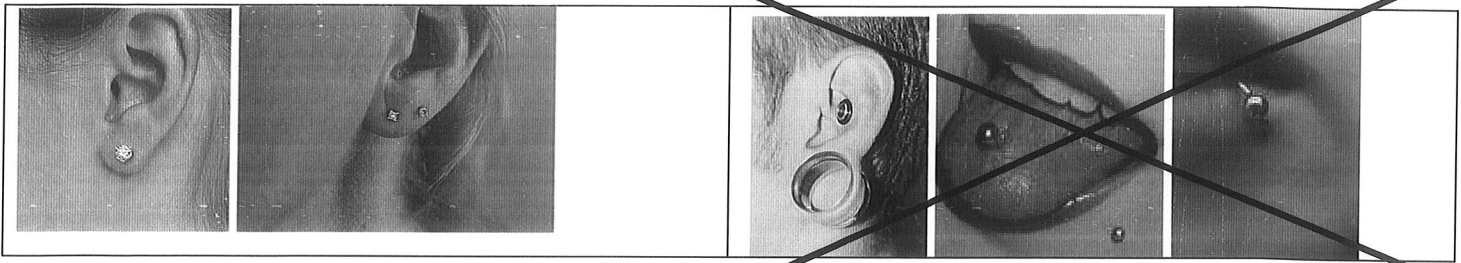
NOT ACCEPTABLE

No athletic socks or shoes and sandals



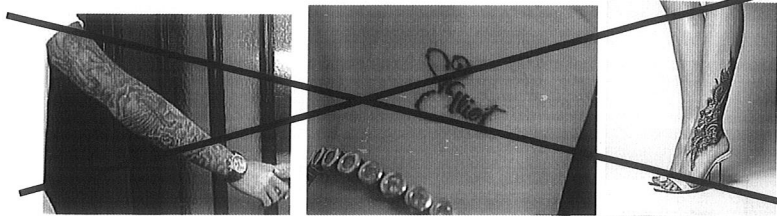
MEN'S & WOMEN

- ❖ *Body piercing only in lower ear lobes as sold at Daniel's.*
- ❖ *No earring plugs or expanders or anything visible in other piercing.*

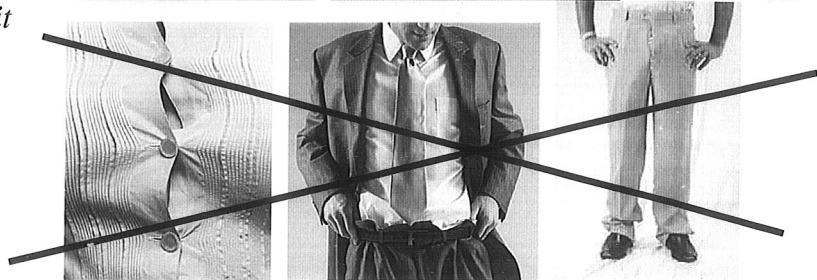


ALSO,

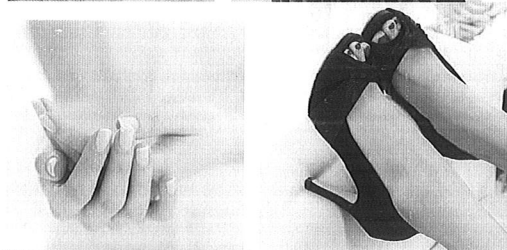
- ❖ *No visible tattoos*



- ❖ *All clothing should always be clean, fit properly, pants hemmed and properly pressed*



- ❖ *Manicured finger and pedicured toe nails (if open toe shoes) - Clean and properly trimmed*



- ❖ *No Gum Chewing*



- ❖ *Must maintain clean hygiene at all times (i.e. washed face, deodorant, fresh breath, clean shaven, etc..)*
- ❖ *Hair – Clean, neatly cut in a professional business style*
- ❖ *Name badge must be worn at all times*

#3

REQUIRED JOB TASKS REVIEW/WARNING

Today, I was reminded about the following things that are requirements that each store employee like me must always do while working for Daniel's.

1. Whenever I am directed to do something by the Store Manager or Keyholder or a main office management person, I should immediately do it without comment, argument, or asking questions unless I need instruction about how to do what I am being told to do.
2. While I am in the store and within the hearing or view of another employee or a customer, I should always smile, speak to others in a respectful, pleasant, calm manner, never curse, never raise my voice because I am upset, never refer to a person by a characteristic about them (like race, religion, gender, age, sexual preference, etc.) or gossip or say anything negative about another employee or a management decision or the company to a co-worker or customer, or do or say anything that could distract an employee from their work or a customer from shopping.
3. If I have a complaint about another person or a decision made by management, I should calmly speak privately with the store manager, district manager, human resources department or report it anonymously to management through a company called "The Network" by calling 1-800-241-5689 or report the complaint online at www.reportline.web.com/SMCDJ.

Today, I was also reminded that doing the above is such an important requirement of my position that if in the future I intentionally don't follow even one of the above requirements for my position with the company, this may result in disciplinary action that could include my discharge.

My signature below means that I understand what I must do and have received a copy of this warning.

Reviewed this _____ day of _____ 20____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#4

REQUIRED JOB TASKS REVIEW/WARNING

Today I was reminded that like all store employees, one of the required job tasks of my position is that I always completely fill out each sales ticket, envelope, form, log, etc. that is required to be done with each job related task that I do and that I put this paperwork into the proper place after filling it out. I must always do this:

1. Before I help a different customer or begin doing a different task; or
2. Make sure that someone else will immediately do it before I help a different customer or began doing a different task.

Today, I was also reminded that doing this is such an important requirement of my position that if in the future I intentionally don't attempt to do this even once, that this could result in disciplinary action that could include my discharge.

My signature below means that I understand what I must do and have received a copy of this warning.

Reviewed this _____ day of _____ 20____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#5

REQUIRED JOB TASKS REVIEW/WARNING

Today, I was reminded that like all employees, I am expected to always:

4. Check with the store manager or the Keyholder-in-charge at the end of my shift before leaving the store; and
5. Not clock out or leave the store before first checking with the store manger or the Keyholder-in-charge.

Today, I was also reminded that doing the above is such an important requirement of my position that if in the future I intentionally don't do it even once, this may result in disciplinary action that could include my discharge.

My signature below means that I understand what I must do and have received a copy of this warning.

Reviewed this _____ day of _____ 20 _____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#6

REQUIRED JOB TASKS REVIEW/WARNING

Today I was reminded that like all store employees, one of the required job tasks of my position is that when I am not helping a customer or doing a specific task as directed by the store manager or the Keyholder-In-Charge if the manager isn't in the store, that I should always Work at the Lease Line of the store by:

3. Taking a 'lease line' designated gift (like a pair of CZ earrings) out in front or along the open side of the store; and
4. Offer them as a free gift to any customer that fills out a credit application; and
5. I should offer this opportunity to every person that walks by me in the mall or in front of the store.

Today, I was also reminded that doing this is such an important requirement of my position that if in the future I intentionally don't do the above required job task without being reminded or told any time I am not helping a customer or doing a specific task as directed by the store manager or Keyholder, this could result in disciplinary action that could include my discharge.

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Reviewed this _____ day of _____ 20____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#7

REQUIRED JOB TASKS REVIEW/WARNING

Today I was reminded that like all store employees, one of the required job tasks of my position is that when a customer enters the store, I must always:

6. Smile at the customer; and

7. Greet and welcome each customer by saying something other than "Can I help you".

Today, I was also reminded that doing this is such an important customer service requirement of my position that if in the future I intentionally don't attempt to do this with even one customer, this could result in disciplinary action that could include my discharge.

My signature below means that I understand what I must do and have received a copy of this warning.

Reviewed this _____ day of _____ 20____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

REQUIRED JOB TASKS REVIEW/WARNING

The following are required tasks that each person, including me, that works in a Daniel's jewelry store must always attempt to do with each customer to build trust, respect, and demonstrate good customer service.

1. Show and let every customer hold an item with a ticket price of \$1,000 or more by saying something like "Have you tried on our new (Signature piece or 1.00 CT. diamond, etc.)?"; and
2. Offer to complete a Synchrony (formerly known as GE Luxury) application with each customer by saying something like "We are going to get you the Best Financing possible"; and
3. Show a newly arrived or other piece of merchandise to each customer when taking his or her payment by walking with the customer to the case after saying something like "I would like your opinion on something"; and
4. Introduce each customer to the Store Manager or another associate before they leave without buying something by saying something like "Let me introduce you to (my store manager, our diamond expert, etc.)."

Today, I was reminded that it is so important that I always attempt to do each of these with every customer that if in the future I intentionally don't attempt to do each of these even once, this could result in disciplinary action that could include my discharge.

My signature below means that I understand what I must do and have received a copy of this warning.

Reviewed this _____ day of _____ 20__.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#12

REQUIRED JOB TASKS REVIEW/WARNING

Today I was reminded that like all store employees, I must attempt to explain the benefits of the Registry service for the merchandise that a customer I am waiting on:

1. Is purchasing; or
2. Has previously purchased and the item does not have the Registry service coverage.

Today, I was also reminded that doing this is such an important customer service requirement of my position that if in the future I intentionally don't attempt to do this with even one customer, this could result in disciplinary action that could include my discharge.

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Reviewed this _____ day of _____ 20____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#13

REQUIRED JOB TASKS REVIEW/WARNING

Today I was reminded that like all store employees, once a customer agrees to buy something, I am required to always attempt to show the customer additional items including those that compliment or can be worn as an ensemble with the item they are buying.

8. I must not assume or decide that a particular customer doesn't want to look at additional items.
9. I should constantly be familiar with the merchandise that is actually in the store so that for each item that a customer may buy, I know in advance where some items are that could be worn with it as an ensemble or that is a similar style or taste as the one the customer has selected to purchase.

Today, I was also reminded that doing this is such an important customer service requirement of my position that if in the future I intentionally don't attempt to do this with even one customer, this could result in disciplinary action that could include my discharge.

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Reviewed this _____ day of _____ 20____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#14

REQUIRED JOB TASKS REVIEW/WARNING

Today I was reminded that like all store employees, I am required to always attempt to clean the jewelry that a customer is wearing, inspect it for any service or repair needs, and inform the customer of anything that I discover.

10.If I discover a service or repair need with a customer's jewelry, I should point it out and explain it to the customer.

11.It is especially important that I do this if I discover something urgent that should be done before the jewelry item is worn again to prevent the loss of a diamond or precious gemstone.

Today, I was also reminded that doing this is such an important customer service requirement of my position that if in the future I intentionally don't attempt to do this with even one customer, this could result in disciplinary action that could include my discharge.

My signature below means that I understand what I must do and have received a copy of this warning.

Reviewed this _____ day of _____ 20 ____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#15

REQUIRED JOB TASKS REVIEW/WARNING

Today I was reminded that like all store employees, one of my required job tasks is to always attempt to get a customer to charge at least part of their purchase on a Daniel's account by:

12.Explaining or getting another employee to explain the benefits for the customer to do this;
and

13.Personally assisting them by filling out the credit application for them with the
information they provide.

Today, I was also reminded that doing this is such an important customer service requirement of my position that if in the future I intentionally don't attempt to do this with even one customer, this could result in disciplinary action that could include my discharge.

My signature below means that I understand what I must do and have received a copy of this warning.

Reviewed this _____ day of _____ 20____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#16

REQUIRED JOB TASKS REVIEW/WARNING

Today I was reminded that like all store employees, one of the required job tasks of my position is that I always:

- 14. Attempt to resolve each customer's complaint or problem while they are in the store; and
- 15. Attempt to speak with my store manager or regional/district manager while the customer is in the store if the customer is not satisfied; and
- 16. Give the Customer Service department phone number to the customer if they request it or if the customer doesn't appear satisfied.

Today, I was also reminded that doing this is such an important customer service requirement of my position that if in the future I intentionally don't do each of the above with even one customer, this could result in disciplinary action that could include my discharge.

My signature below means that I understand what I must do and have received a copy of this warning.

Reviewed this _____ day of _____ 20____.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name

#17

REQUIRED JOB TASKS REVIEW/WARNING

Today I was reminded that like all store employees, after recording on POS a Credit sale or payment, I must:

1. Explain to the customer the many reasons why it is so important that they make their first payment and each payment after that by the scheduled date as written on the outside of the POS receipt holder; and
2. Let the customer know that most people prefer to come by the store to make their payment and the benefits of doing this including the knowledge that the payment was recorded on time (not lost or delayed in the mail) and receiving the payment receipt immediately; and
3. Put the POS receipt into a POS receipt holder and hand it to the customer.

Today, I was also reminded that doing this is such an important customer service requirement of my position that if in the future I intentionally don't do this with even one customer, *this could result in disciplinary action that could include my discharge.*

My signature below means that I understand what I must do and have received a copy of this warning.

Reviewed this _____ day of _____ 20__.

Associate Signature

Company Representative Signature

Print Associate's Name & Emp. #

Print Company Representative's Name