



Dear Daniel's Associate:

Congratulations on having been selected to be a Daniel's Lead Associate! This special position of trust includes special responsibilities.

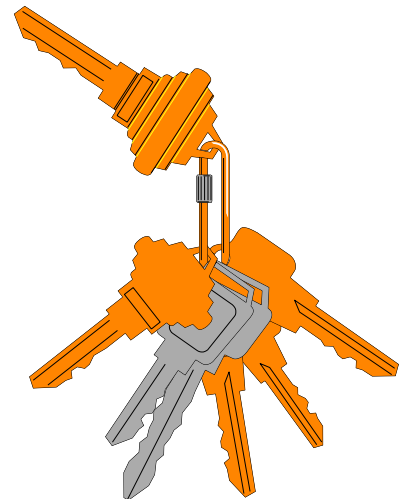
This Introduction to Lead Associate Responsibilities workbook explains the minimum expectations for all Daniel's Lead Associates. This information will help you understand the responsibilities associated with the Lead position.

As a Lead Associate, we are proud to welcome you to our Daniel's leadership team. We are confident that you will do a great job and will ask your Store or District/Regional Manager if you ever have a question.

Sincerely,

*Joe Sherwood*      *Howard Sherwood*  
*Larry Sherwood*      *David Sherwood*

Joe, Howard, Larry and David Sherwood



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# **I. Completing This Workbook**

You are not expected to already know all of the answers necessary to complete this workbook.

At the top of each page, there is a note indicating the company manual and page number where the answers necessary for completing that page can be found. Most answers can be found in one or more of the following books in your store:

***Employee Handbook  
Operations Manual  
POS Manual***

For additional help, please talk to:

***Your Store Manager  
Your Regional/District Manager  
The Loss Prevention Department  
Your Office Coordinator***

In several instances, there are blank spaces where your Store Manager will sign once he or she has reviewed your answers with you and/or you have demonstrated that you understand the required procedures well enough to perform a required task. It is your responsibility to get your Store Manager to review your answers or observe you demonstrate that you understand and can correctly perform certain tasks.

## II. Lead Associate Expectations



***For help with this topic, see the **EMPLOYEE HANDBOOK**, p.3.***

As a Keyholder or Lead Associate, you are part of Daniel's Leadership team. As such, you are expected to maintain a professional, enthusiastic attitude, set the correct example by doing Company Expectations with each customer and achieve your personal sales quota, and ensure that company policy is understood and followed at the store.

It is and always has been our company policy that all associates should be able to enjoy a work environment free from all forms of discrimination and inappropriate behavior. In keeping with this commitment, Daniel's maintains a strict policy prohibiting harassment of any kind. As stated in the Employee Handbook, unlawful **harassment** of any kind will not be tolerated at Daniel's.



***For help, refer to the **OPERATIONS MANUAL, LOSS PREVENTION** chapter p. 14.***

As a Lead associate on occasion there will be times when you will be handed a set of store keys and be in-charge of the store while the actual Keyholder has stepped out on a meal break or to run a store errand. When the Keyholder returns you must remember to return the store **KEYS** back to them.

## II. Lead Associate Expectations (Cont.)



*For help with this topic, see the **EMPLOYEE HANDBOOK**, p.14 & 15.*

Should any problem or misunderstanding occur at any time about anything having to do with work or another person at work, the Employee Handbook tells an employee that they are expected and encouraged to do the following:

- 1) Attempt to resolve this matter by discussing your feelings with the **PERSON** with whom you have a problem or misunderstanding, if you feel comfortable doing so.
- 2) Discuss the matter with the store **MANAGER** or District/Regional **MANAGER** who will attempt to resolve the matter.
- 3) If unsatisfied with the answer, contact and discuss the matter with the Human **RESOURCES** Department.
- 4) If still unsatisfied with the answer, you may submit the matter in writing to the company **OWNER**.

Doing this to resolve a problem is required and, no one should **RETALIATE** against an employee who does this. Daniel's will take corrective action, up to and including immediate discharge, with any employee who retaliates against another because they did this to resolve a problem.



*For help with this topic, see the **EMPLOYEE HANDBOOK**, p.31 & 32.*



Associates are expected to wear Professional **Business** Attire including a Daniel's name

**badge** at all times when working in the store.

### III. Reporting Losses



*For help, refer to the **OPERATIONS MANUAL, LOSS PREVENTION** chapter p. 19.*

**WHEN** it appears that merchandise or money might be missing (such as a case count not balancing) or if a theft has occurred or been attempted at the store, this should be reported **immediately** to the Store Manager, **Keyholder** or **Lead Associate** in charge.



**BEFORE** the end of your work shift on the day when it appears that merchandise or money might be missing, the manager or the person in charge or you must call and speak with both the:

- a) **Loss Prevention Manager** or Vice President and
- b) The Regional or **DISTRICT MANAGER**.

### IV. Store Alarm System



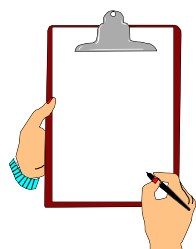
*For help, see **OPERATIONS MANUAL, LOSS PREVENTION** chapter p. 10.*

**IF THE STORE'S ALARM KEYPAD** starts making noise or if its display panel words or light go out during the day, the Store Manager, Keyholder or Lead Associate should immediately notify the Loss Prevention **Manager** or Vice **President**.

### V. Phone Requirements for Lead Associates



*For help, see **OPERATIONS MANUAL, LOSS PREVENTION** chapter p. 62.*



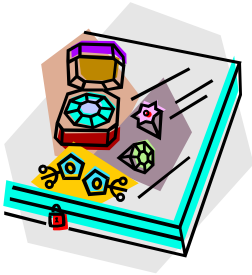
Each Keyholder or Lead Associate should always have with them a **LIST OF PHONE NUMBERS including** 1) night Mall **Security**, 2) **Alarm** Company, 3) the Store manager, 4) **Loss Prevention Manager**, and 5) a number for every current

store employee.

## VI. During Store Hours



*For help with the below topic, please refer to the **OPERATIONS MANUAL, LOSS PREVENTION chapter p. 43.***

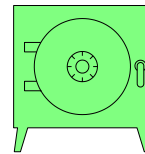


**MERCHANDISE PROPERLY DISPLAYED** in part means that the lowered-priced merchandise should be displayed toward the rear of the case closest to the case door. The more expensive should always be placed in the front or middle of the case.



*For help with the below topic, please refer to the **OPERATIONS MANUAL, LOSS PREVENTION chapter p. 42.***

The **SAFE** must be kept locked during the day.



*For help with the below topic, please refer to the **OPERATIONS MANUAL, LOSS PREVENTION chapter p. 61.***

**PROPER FLOOR COVERAGE** means that there are always at least 2 associates in the store at all times when it is open, at least 1 of them must always be in the front of the store, and at least one of them must be the store manager or a Keyholder or Lead Associate.



*For help with the below topic, please refer to the **OPERATIONS MANUAL, LOSS PREVENTION chapter p. 59.***

**MANAGER & KEYHOLDER KEYS** are the ones that open and/or lock: (1) the front/rear door/gate, and (2) the safe lockbox. These keys should be kept on the manager or Keyholder personal key ring. These keys

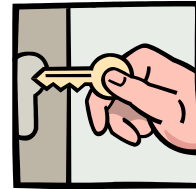
should not be kept on the same key ring with either display case or cash drawer keys.

## **VI. During Store Hours (Cont.)**



***For help with the below topic, please refer to the OPERATIONS MANUAL, LOSS PREVENTION chapter p. 49.***

All repair merchandise must be kept alphabetically in the designated locked Repair **drawer** with the Repair **log** nearby during the day and both must be in the **safe** at night.



***For help with the below topic, please refer to the OPERATIONS MANUAL, A-BOX chapter p. 1 & 2.***

When there is room, the **A-BOX IS KEPT SECURE** during the day in the **safe** until all of the merchandise in it has been properly received, tracked and displayed.



***For help with the below topic, please refer to the OPERATIONS MANUAL, CREDIT chapter p. 21.***



The amount of each **CUSTOMER'S DOWN PAYMENT MUST BE no less than the written approval amount** by the **Credit** Department. The correct down payment must be **collected** before the sale is processed in the POS.

**PAYMENT TERMS MUST BE SET BASED ON THE APPROVAL issued by the Credit Department.**

**WHEN CUSTOMER REQUESTS PAYMENT TERMS LONGER** than R13 it will require a **Credit** department or **District/Regional** Manager approval.

**ANY CHANGE TO ACCOUNT TERMS AFTER A CREDIT SALE** has been processed through the POS can only be done with a written approval from

Central Credit.

## VI. During Store Hours (Cont.)



***For help with the below topic, please refer to the OPERATIONS MANUAL, CREDIT CARD ACCEPTANCE POLICY chapter p. 1.***



**ALL CREDIT CARD NAMES AND SIGNATURES MUST ALWAYS BE VERIFIED** and each credit card must be checked **against** the customer's **driver's license** or identification for photo, name and signature. **Compare** the picture and description on the identification to the person **presenting** it.

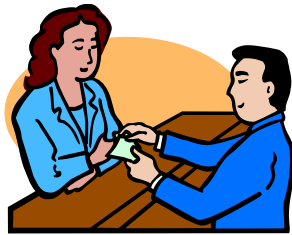
**IF A CREDIT CARD CANNOT BE MACHINE READ**, after manually entering the card number, receiving an approval and having the customer sign the verifone receipt, using the customer's credit card, **imprint** a sales **draft**. Be certain that the card number imprint is clearly readable on all draft copies. Customer must **sign** the imprinted draft.

## VI. During Store Hours (Cont.)



*For help with the below topic, please refer to the **OPERATIONS MANUAL, RETURN/TRADE-IN/EXCHANGE** chapter p. 2.*

In keeping with Company Policy and the Daniel's Spirit philosophy, **TAKING RETURNS AND EXCHANGING MERCHANDISE** is part of offering good customer service. Daniel's managers, Keyholder or Lead Associates and associates are expected to do their very best to satisfy the customer and save the sale or sell the customer something that they like better. Unless the receipt has a legitimate 'Final Sale Stamp' or the item is a watch that has not been worn, a customer is entitled to a refund within 10 days of the purchase and to an exchange within 30 days.



**ALL RETURN/EXCHANGE CUSTOMERS MUST BE RESOLVED TODAY.** The customer must be helped EVEN IF NO STORE MANAGER OR KEYHOLDER IS AVAILABLE IN THE STORE. If the customer demands to speak with a higher supervisor the associate working with the customer or Lead Associate in-charge must call the Store Manager, District/Regional manager for help.



*For help with the below topic, please refer to the **OPERATIONS MANUAL, RETURN/TRADE-IN/EXCHANGE** chapter p. 4 & 5.*

### REQUEST FOR CHECK

For Cash, Check, or Debit Card purchases or down payment totaling over \$200, must be processed as a "Customer Refund Check Request unless approved by the District/Regional Manager. It may take up to two weeks for the customer to receive the check.



After properly filling out Customer Refund Check Request, it must be signed by the Store or District/Regional manager.

## VI. During Store Hours (Cont.)



***For help with the below topic, please refer to the OPERATIONS MANUAL, LOSS PREVENTION chapter p.30.***

**NATURAL DISASTERS** such as a power outage, fire or earthquake should be responded to first with actions that protect human **life** and customers should leave the **store** in an orderly fashion. As time permits, *while there is no immediate threat to the safety of the store personnel*, steps need to be taken in the following order of priority to protect the store's assets:

- 1) **Secure** the entrance.
- 2) Put the repairs and **repair** log into the safe.
- 3) Put the **Purchase Commitment Merchandise** and Cash Drawer **money** into the safe.
- 4) Put the **Cash Drawer Tray with all the Money** into the safe.
- 5) Put the merchandise into the safe starting with **diamond** merchandise, then heavy **gold** merchandise, and finally the remaining merchandise starting with the most **expensive** until the safe is full.
- 6) If possible, set the store **alarm** before leaving.

**LOWERING A POWER GATE DURING A POWER OUTAGE** must be done manually. It is the responsibility of each Keyholder or Lead Associate to know where the gate release is and how to operate it. *Have your manager sign below verifying that you have been shown where the gate release is and have been instructed how to operate it.*

*On \_\_\_\_\_, the location of the release and the method to manually close or open the power gate was shown to and is understood by*

\_\_\_\_\_.

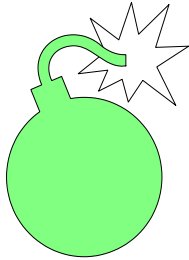


\_\_\_\_\_  
(Store Manager Signature)

## VI. During Store Hours (Cont.)



*For help with the below topic, please refer to the  
**OPERATIONS MANUAL, LOSS PREVENTION chapter p. 31.***



**BOMB THREATS** made directly to a Daniel's store are always taken seriously. The associate receiving the call should get as many details as possible. The **Police** and Mall **Security** should be called immediately. The District or Regional **Manager** and **Loss Prevention** Department should also be notified.

As with natural disasters, the first priority is the protection of human **life** and customers should be **instructed** to leave the store in an orderly fashion. The entrance should be **secured**. While repairs and the **Repair** log are put into the safe, along with the **money** from the office by one associate, another should look for a suspicious package in areas where customers have access. Anything that is not store property should be regarded as suspicious and **NOT TOUCHED** or **moved**. Report it immediately to the police.

The search should not take more than a few minutes. All personnel should then leave the store after locking the safe and setting the alarm. Everyone should wait for the police in an area where they are safe and able to see the front of the store or mall.

**EMPLOYEE & CUSTOMER INJURY** If an employee is injured during work or a customer is injured in the store, assess the seriousness of the injury and if the person needs immediately medical treatment, call "911". Whenever a customer is injured, get the name, address, and phone number of the customer and any witnesses. As soon as the customer is OK or if "911" has been called, phone the main office x-5632 and the Regional/District Manager. If the main office is closed or the call goes to voice mail, leave a detailed message and then call the LP Manager at 818-383-6400. You must obtain and complete an Injury Report form as soon as possible.

If an employee that is injured while working wants the location where they can receive medical treatment for their injury, give them the Medical Facility information from the notice posted in the backroom.

## VI. During Store Hours (Cont.)

### ***POS SYSTEM Do's and Don'ts***



***For help with the below topic, please refer to the POS MANUAL, p. 8.***



**DO NOT TURN OFF THE POS SERVER** without authorization from the Office Coordinator, Dean or Art at the main office.

**In case of POWER LOSS at the store**, the manager or Keyholder or Lead Associate can refer to the POS Manual p. 8 for detailed instructions or if need further assistance contact an Office Coordinator.



***For help with the below topic, please refer to the POS MANUAL, p. 14 & 15.***

**POS SCREECHES OR SNAPS** (Yellow or Orange Bar across the screen) is an indication that a problem has occurred with your POS system. If you are NOT in a middle of a Cash Sale, Charge Sale or Payment transaction and a "**HELP KEY**" or "**OUT OF MEMORY**" screech appears in the lower left hand corner of the screen follow the steps in the POS Manual. You must enter this event in the **Screech** LOG

**IF YOU ARE IN THE MIDDLE OF A CASH SALE, CHARGE SALE OR PAYMENT TRANSACTION**, or the word SCREECH or SNAP appears in the **lower left** hand corner of the screen DO NOT continue. You must contact the **Office Coordinator** for further assistance before anything is done on the POS



again.

## **VII. When this Introduction to Lead Associate Workbook is Completed**

Associate's Name: \_\_\_\_\_ Emp #: \_\_\_\_\_ Store #: \_\_\_\_\_

When you have reviewed each topic and completed every exercise of the Introduction to Lead Workbook and your store manager has signed the below Completion Certificate. Keep the Lead Associate Workbook and refer to it as needed. You will receive your Completion Certificate in the mail soon.

***Congratulations on the completion of this  
Introduction to Lead Associate Training!***

### **COMPLETION CERTIFICATION**

As Store Manager, my signature below certifies that I have checked each answer in the Introduction to Lead Associate workbook for completeness and accuracy and recommend it be recorded as successfully completed.



\_\_\_\_\_  
(Store Manager Signature)

\_\_\_\_\_  
(Date)

***Fax this signed page to your Regional Director, Regional or District Manager.***

☐ **Request that this page and a Change of Status form stating the new position of Lead Associate faxed to the HR Department @ (310) 665-2141.**

