

Standard Procedure Manual  
for the Employees of Best Buy  
- Store 1404





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## Introduction

People have known Best Buy for years as a leader in the selling of the latest technology. What has helped to put them on top is the experience customers have when shopping at Best Buy. The customer always comes first, and the employees at Best Buy have stuck to their roots and treated every customer with the utmost respect and politeness. Lately, however, the employees of Best Buy-Store 1404 have gotten away from treating customers the way customers expect them to. Many complaints have been given about the employees, and this has caused a loss in customers and revenue for the store. This Standard Procedure Manual will help these employees get back to treating customers properly and handling their business in the workplace according to company policies.



# Chapter 1: Dress Code





## Dress Code

### Wardrobe

Best Buy has always worked to accomplish a professional looking brand. To achieve this, it all starts with the wardrobe of the employees. How the employees dress for work reflects the discipline and maturity of the store itself. When dressing for work, all employees must meet these criteria:

- The Best Buy issued blue polo shirt
- Best Buy issued name tag on the front of the shirt
- Black slacks or jeans
- Polished black shoes (no tennis shoes)
- Black belt

Failure to meet these criteria will result in the employee being sent home without pay.



### Hygiene

Good hygiene is a must when trying to make a good impression on your customers. Employees who lack good hygiene do nothing more than drive customers

away from the store. It gives the store a messy and unprofessional appearance. To help fix this problem, all employees must follow these hygiene standards:

- Hair should be neatly combed or put back
- No hair covering your eyes or face
- Keep facial hair neatly groomed
- Cover all tattoos
- No facial piercings

# Chapter 2: Handling Customers



## Handling Customers

### Approaching a Customer

Approaching a customer is the first and most important step in building a relationship with a customer and ending it in a sale. Many employees take this for granted and never approach customers first. Many customers want to be left alone and will not ask an employee for help. Because of this, many customers walk in and out of the store without purchasing a single item. Employees need to learn to approach a customer and give them the assistance needed to make a sale.

The first step in approaching a customer is to build a relationship with the customer. You can do this in many ways. One of the most effective ways is to ask a simple question unrelated to the product they are looking at in an effort to start a conversation. This lets the customer know you are not attacking them for a sale, but that you are interested in what they have to say and care about their needs. Some examples of conversation-starters include

- how is the weather outside?
- your children are so cute.
- I really like your shirt.
- I see you're a (sports team) fan.

This approach fails to work on all customers. Some customers do not want assistance and would rather shop alone. If a customer comes off this way, do not keep hounding them. Employees should inform the customer that they are here to help if he/she has any questions. After this, employees should leave the customer alone to shop or browse in peace. Swallowing

the customer can lead to complaints and a missed opportunity to gain the store some revenue.

### **Understanding a Customer's Needs**

After approaching the customer and establishing relationship with them, the employee must then understand what the customer needs. It is easy for an employee to lose a sale because they forget about the customer's needs and start selling them a different product. To best understand the customer's needs, listen to them. As a customer is explaining their problem or interest, it is important to listen and show that you as an employee care more about helping them over making another sale.

Forgetting the customer's needs can result in an angered and disrespected customer. To help with this problem, all employees need to take notes on everything the customers tell them. This will help keep the conversation and sale continuing instead of stalling out. An employee can always refer back to his notes if he forgets an earlier portion of the conversation. This will also give the customer peace of mind knowing the employee is fully aware of the situation and can provide the customer with the best solution possible.



### Help Finding a Solution

The next step in closing out a good sale is to help a customer find the best solution to meet their needs. An employee should have knowledge of most products to know which is best for every situation a customer approaches them with. If an employee does not know how to solve a customer's needs, they do not need to be afraid to ask for assistance. Not asking for help can end in selling the customer the wrong product.

Customers will lose trust in our brand if they take home the wrong product that an employee had sold them. Asking for assistance in searching for the right solution is the best possible way to help the customer leave the store satisfied with their purchase.

Sometimes we don't carry a product an employee is looking for. Whether it is not in stock or is only sold online, this should not cause the sale to come to a screeching halt. Many sales end because a customer cannot take their product home that day. There are many ways to continue with the sale and get the product to the customer. This results in a frustrated customer that leaves the store unhappy and buys their

product from one of our competitors. Some ways we can get the product if it is not in the store is by

- ordering the product online to have it shipped to the store or to the customer's home.
- purchasing the product in store and picking it up in another store.
- shipping it from another store to the store the customer is at.



# Chapter 3:

## Behavior in the Workplace



## Behavior in the Workplace

### Customer-Employee Interaction

The interaction between the employees and customers is one of the most important aspects of a good workplace environment. Employees should treat customers with the utmost respect and courtesy. When speaking to and helping customers, employees should learn to

- always have a positive attitude.
- use their manners.
- try to assist in the best possible way.

Following these simple guidelines will help the store become a place where customers enjoy to shop and are not afraid to approach employees for assistance. Failure to follow these guidelines will result in lost customer loyalty and a below average shopping experience for the customer. This could have lasting effects on the entire store if a customer chooses to no longer shop with Best Buy because of poor interaction with employees.

If for some reason an employee has to leave a sale or conversation with a customer, that employee should notify the customer and let them know the reason for leaving. The employee must then find another employee to assist the customer through the rest of the sale. An employee should never leave a customer without any further help. If another employee is unable to find another employee to step in, they should continue to stay with the customer and notify a supervisor or manager as to why they are unable to leave the current sale.

If there is a customer harassing or disturbing an employee, then the employee should calmly walk away from the situation and notify a supervisor or manager of the altercation. Employees should never try to handle dangerous situations. Always alert the manager and he/she will handle the situation from there.

## Employee-Employee Interaction

The interaction amongst employees is another aspect of the workplace that should not go unnoticed.

Customers notice the ways employees interact with one another and sometimes get frustrated and annoyed when they see employees distracted from their work or messing around. This looks bad on the entire store and the store can end up losing customer loyalty because employees are not doing their job.

There are some rules employees should follow when it comes to how to appropriately interact with one another in the workplace. These rules include

- never stand around and talk while there are customers in the store.
- do not leave a customer to talk to another employee.
- do not make inappropriate jokes or comments on the sales floor.
- do not harass other employees.
- do not physically harm another employee.
- use appropriate language when on the sales floor.
- do not purchase anything in the store while on the sales floor

Failure to follow any one of the rules will result in a punishment that could lead to terminating an employee's job. If a customer or another employee has a complaint about another employee, the accused



employee will have a meeting with their supervisor or manager about the problem and how to correct it. If the same employee continues to break these rules, further and more severe action will be necessary.



# Chapter 4: Punctuality





## Punctuality

### Coming to Work on Time

Recently there has been a problem with employees coming to work late or even not at all. This has caused many stressful situations in the workplace. When the store becomes busy, there are sometimes not enough employees to help everyone, and this results in customers waiting for a very long time and getting frustrated with the lack of assistance. Supervisors and managers listen to the many complaints about the lack of help and are running frantically call other employees to come work.

The best way to avoid this situation is to show up to work when scheduled. If for some reason an employee is not able to make their shift, they should call their supervisor or manager ahead of time and let them know. This gives the supervisor or manager time to call another employee to cover their shift. Another way to avoid missing employees is to trade shifts with other employees. If an employee knows they will not make their shift, they are able to trade shifts with someone else in their department as long as both of the employees let their supervisor or manager know ahead of time.

### Keeping Timesheets Truthful

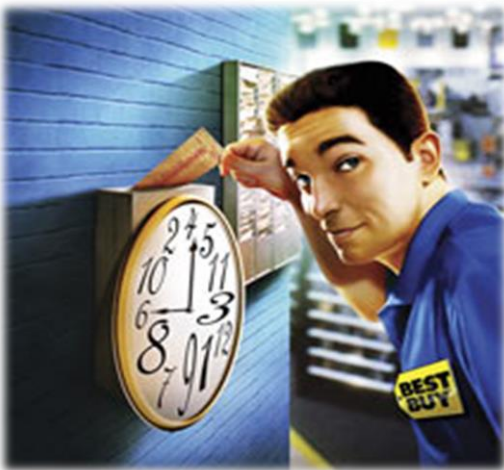
Employees keep the times they clock in and out of work on a timesheet. Many employees think they can get away with lying on their timesheets and manually typing in earlier or later times to receive more pay. A manager can easily track this, as they have to approve the manual timesheet change an employee makes. If a manager catches employees lying on their timesheets,

punishment up to termination can occur to the employee.

The best way to avoid this problem altogether is to clock in and out of work on the scheduled times. Keeping timesheets truthful reduces the hassle managers and supervisors go through when going over all the manual timesheet changes employees enter. There are some excuses to manually changing a timesheet. These excuses accepted by managers and supervisors include

- a manager calling you in early for a missing employee.
- a manager or supervisor asking you to stay late.
- coming in early to work on training.
- the timesheet program is down or messed up.

If an employee has to manually enter their time of work for any other reason, they need to address it with a supervisor or manager right away to avoid any confusion or altercation.



# Chapter 5: Rules and Regulations



## Rules and Regulations

### Cell Phone Use

An employee should only use cell phones at certain times while at the workplace. Working on the sales floor with customers in the store is not the time for employees to pull out their cell phones. This shows a lack of discipline and tells the customers that the employees are not concerned with the customer experience in the store. Customers also view this as a lack of respect by an employee not focused on helping a customer and assisting them in any manner.

All cell phones should be turned to off or silent upon clocking in for work. There should be absolutely no texting or phone calls on the sales floor. If there is an emergency and an employee has to text or call someone, step into the break room and take care of the business in there. If an employee is caught using their cell phone for miscellaneous use while working on the sales floor, a manager or supervisor will write them up and have a meeting with the employee.

There are times employees may use their cell phones on the sales floor. A manager or supervisor needs to approve such instance to avoid any confusion or confrontation. If an employee fails to let a manager or supervisor know of future cell phone use, the manager or supervisor will see that as unacceptable



use of a cell phone during work hours. These exceptions include

- demonstrating an app on the employee's phone.
- demonstrating another product using Bluetooth or Wi-Fi.
- looking up a product for a customer.
- making a phone call related to the sale of a product or any other work related instance.

### **Limited Breaks during Shift**

During an employee's shift, they are allowed at least one break for each shift. Employees are not allowed to take more than break during a single shift. Any employee caught taking multiple breaks will be subject to a write up and a meeting with a supervisor or manager.

There is a set amount of time given for a break depending on the length of the shift. The time given for breaks depending on the length of shifts are as follows:

- A shift lasting three hours or less allows for one 15 minute break
- A shift lasting between four and seven hours allows for one 30 minute break
- A shift lasting longer than eight hours allows for one 60 minute break

If a shift allows an employee a 60 minute break, that employee must clock out before taking their break and clock back in when finished. A shift lasting more than eight hours will already have a break included in the shift. A break of 60 minutes is the only break employees are allowed to leave the store to go home, eat food, etc.



Employees are not allowed to leave the store if there break time is less than 60 minutes. Any employee caught leaving the store for a 15 or 30 minute break will be subject to a write up and a meeting with a supervisor or manager discussing why that employee left the store.

Employees may step off the sales floor for numerous reasons such as

- Using the bathroom
- Making a phone call
- Getting a drink or snack

These instances will not count as an employee's break, but they should not last any longer than a few minutes. Employees should only step off the sales floor for these reasons if there are not many customers in the store or if that employee lets a supervisor or manager know their reason for leaving the sales floor.





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