

Steele's
WEEKLY PLANNER
NOVEMBER 17 – 23, 2013

simply the...
BEST
building exciting stores together

HEADLINES

NEW FREIGHT MERCHANDISING TOOLS

- ◆ Recently, new tools were purchased to help improve freight processing efficiency and new receipt flow to the sales floor
- ◆ New tools include:
 - (6) Six Canvas Buggies
 - (3) Three Shelf Stock Carts
 - (2) Two Additional Rolling Z-Racks
- ◆ Attached to this Planner is the new freight merchandising process.
 - Print and review with Associates

NEW POP FIXTURE LINEUP

- ◆ **GREAT NEWS!** We are implementing a **NEW** POP Fixture layout to increase shopability and create a simpler layout for customer lines
- ◆ Attached to this Planner is the directive on how to setup the new POP Fixture Lineup
- ◆ Print and review with Associates
- ◆ Setup to be completed by Wednesday, 11/20

COMING SOON

BOOT EVENT 11/21 – 11/25

- ◆ The Boot Event is quickly approaching!
- ◆ Pictured to the right are the flyers for the Boot Event received in the 11/13 mailpack
 - Pass out flyers to Customers prior to the Boot Event
- ◆ Attached to this Planner is the Boot Event Setup
 - Print and use to assist with setup
- ◆ In preparation for the Boot Event, all Ladies shoes that are received in their boxes must be held off the sales floor until the event.
 - Do NOT throw out the boxes.**
 - ◆ Boots will be merchandised in the boxes on tables for the event.
 - If you receive a Boot Event style without a box, contact your Store Ops representative.
 - Use Brand Item List to identify styles that are to be held for the Event.
 - Use Brand Item list to double check that Boot Event styles have been received in the original box.
- ◆ You will not receive all styles on the list as the assortments will be different by store.



REMI NDERS

BOGO 50% CLEARANCE EVENT

- ◆ Effective Dates: 11/14 – 11/21
- ◆ **BOGO 50%** Event on **ALL** previously reduced merchandise in Shoes (Men's, Women's and Children's) Dresses, and all Bottoms in Missy, Women's, Petites, Junior's and Contemporary
- ◆ Buy One Clearance Item and the get a second Clearance Item (of equal or lesser value) for 50% Off
- ◆ This carries over to **ALL** departments above! Buy a Clearance Dress and get a Clearance Shoe for 50% OFF!
 - Print sign from *Intranet/ Merchandise Signing/ BOGO Clearance 50 Off* and post to Clearance racks

STOREWI DE BOUNCEBACK COUPON

- ◆ Customers can Earn 10% Off an **ENTIRE** Purchase with **ANY** purchase made between 11/7 – 11/13.
- ◆ An additional receipt with the coupon will print from the register at the time of purchase.
 - ◆ Earn Dates: 11/7 – 11/13.
 - ◆ Redeem Dates: 11/14 – 11/18.
- ◆ Customers can redeem 10% Off Coupon between 11/14 – 11/18.

REDEMTI ON RINGI N INSTRUCTI ONS:

- Ring Purchase
- Select total
- Press coupon
- Scan coupon barcode
- Press total

HAND PAI NTED CERAMI CS POS

- ◆ Effective Dates: 11/14 – 11/30
- ◆ All open stock Hand Painted Ceramics in Department 7441 Class 102 will be 50% off current ticket price
 - Print sign from *Intranet/ Merchandise Signing/ 50 Off Hand Painted Ceramics* and post where merchandise is located

FURNI TURE EVENT PICTURES

- Don't forget to send pictures of your Furniture Event setup to your District Manager.

NEW ACCOUNT CONTEST

- ◆ Attached are contest results through 11/14.

STORE OPERATIONS

THANKSGIVING NIGHT SCHEDULES

- ◆ All Steele's stores will be open 6pm – 12am on Thanksgiving Day, Thursday, November 28th
- ◆ The system does not allow shifts that cross multiple days. Therefore, schedules will generate with shifts of 5:55pm – 11:45pm
 - Manually cross out the 11:45pm on the schedule and handwrite 12am
 - Schedule the number of Associates listed in the chart below, regardless of what the system generates
- ◆ As a reminder, all Associates working longer than 6 hours are to be allowed to take an unpaid 30 minute break
- ◆ All hourly Associates who work on Thanksgiving night will be paid 2x their standard hourly wage
 - See chart below for Thanksgiving Night coverage
 - ◆ Chart reflects hourly Associates only
 - All Managers are to work on Thanksgiving Night to ensure best results

THANKSGIVING NIGHT STAFFING CHART	
Volume Group	# of Associates Working
H	7
I	6

WANNA WIN A \$100 GIVEAWAY

Effective Dates: 8/ 4/ 13 – 2/ 1/ 14.

- ◆ **TEXT/ EMAIL SWEEPSTAKES:** Stage Stores will be giving away **TWENTY-SIX (26)** \$100 dollar gift cards.
 - ◆ There will be **ONE (1)** winner each week for twenty-six weeks.
 - ◆ Official Sweepstakes rules can be located (and printed) on the *Intranet/ Forms/ Register to Win.*

STEELE'S CUSTOMER SERVICE SATISFACTION SURVEY PROMOTION

9/ 12 – 11/ 30

- ◆ **Exciting news!** With the roll out of our new Pin Pad Signature Capture Project we also introduced our new customer satisfaction surveys from a company called Foresee.
- ◆ Customers have begun seeing a new printout at the bottom of their register receipts directing them to a website and encouraging them to participate in one of our Customer Satisfaction surveys. Anyone choosing to take a survey will be entered into a drawing each month for one of our gift cards valued at \$300!
 - Point out the survey information to each customer by saying "Thank you and please come back. In order to help us better serve our customers in the future, please tell us about your experience in our store today by taking our customer satisfaction survey. There is a website and access code you can use at the bottom of your receipt. You could win a \$300 gift card just for taking it! We value your feedback."
- ◆ Customer satisfaction scores for these surveys will be a part of the 2013 Store Manager and District Manager Evaluation forms, Part II under Key Initiatives. Stores will begin to receive weekly reporting on their survey scores and customer comments to help improve our in-store experience for all customers going forward. Store Managers and District Managers will be measured and evaluated against the District's, Region's and Territory's scores.
- ◆ Official Rules and The Survey Disclaimer have been posted to the *Intranet/ Forms/ Register to Win/*
 - ◆ *Steeles Survey Promotion Official Rules.*
 - ◆ *Steeles Survey Promotion Disclaimer.*

EXISTING HOLIDAY COLLATERAL

- ◆ Pictured to the right is the existing Holiday Collateral.
 - The Green and Blue "Give More. Spend Less." Holiday Banners (set of 2) should be hung next to the entrance facing out to the street using grippers and sky hooks.
 - The Santa cut-out should be hung over the Toy Department in place of the Toy Department identifier with sky hooks.



MERCHANDISE UPDATES

MARKDOWNS

◆ **Effective 11/17 – 11/23:**

- ◆ Dept 7245: Grow Pet (In Children's Toys UPC's 400163350392, 400164730599, 400163350316)
- ◆ Dept 7445: Textiles
- ◆ Dept 7441: Tabletop
- ◆ Dept 7442: Home Basics
- ◆ Dept 7449: Gifts
- ◆ Dept 7450: Housewares
- ◆ Dept 7451: Food/Bev
- ◆ Dept 7446: Home Décor
- ◆ Dept 7883: Hardware/Auto

APPLIANCES

- ◆ Stores have received an item with a missing ticket. Attached is a picture of the item
 - Re-ticket item using information below:
 - DESCRIPTION:** BH TOURMALN CONICAL STYLE IRON
 - UPC:** 400178798233 | **RETAIL:** \$22.99
 - VENDOR:** Helen of Troy

GROW PETS

- ◆ Grow Pets by Vendor BeAmazing have been marked down to \$1.99.
- ◆ These are the only toy markdowns that will be taken this month
- ◆ In addition Grow Pets will be a free GWP with any \$20 Children's Toy purchase
- ◆ Effective Dates: 11/14 – 11/30
 - Pull half of Grow Pets Inventory off the floor and keep behind register for the giveaway
 - Leave the other half on the floor to be sold at the marked down price
 - Print sign from ***Intranet/ Merchandise Signing/ GWP Grow Pet*** and post one sign at the register and one sign in the Children's Department with Toys
- ◆ **UPC: 400163350392, 400164730599, 400163350316**

CHILDRENS

- Remove all Children's backpacks (excluding character backpacks) off the sales floor and store in the freight room

ELECTRONICS

- ◆ Select stores will be receiving Bluetooth Headsets for \$54.99
 - Pull this item behind the register and keep with other high ticket items

PERSONAL CARE HOT STYLING TOOLS POS

- ◆ 11/1 – 11/24 Hot Styling Tools will be \$9.99!
 - Pull these items into a bin with sign from ***Intranet/ Signs/ Merchandise Sign/ Limited Time Salon Products.***
 - ◆ Items include Vidal Sassoon Curling Irons and Blow Dryers.
 - ◆ Below are examples of the items included in this POS:



MERCHANDISE UPDATES

FOOD CONT'D

- ◆ All Holiday Food items are now in stores
- Pull together Holiday Food on a fixture or endcap
- Below are the items that should be used:

ITEM	UPC
8.5" CLASSIC GUMBALL BANK	400176194891
8.5" PEARLEE CLSC GUMBALL	400176194914
TUMBLE TOWER GUMBALL BANK	400176194877
12OZ HO HO NAUGHTY COFFEE	400177543513
12OZ HO HO NICE COFFEE	400177543834
NINJABREAD COOKIE KIT	400176546294
HOT COCOA COOKIE MIX	400176545792
HELLO KITTY JMBO COOKIES	400176545501
SANTA'S HOLIDAY HOUSE	400176545303
SALTY CARAMEL BROWNIE MIX	400176545990
HELLO KITTY CANDY DISH	400178064956
5-FLAV DISNEY PRINCESS BOX	400178064253
10-FLAV SUGAR FREE JB GB	400178065045
6.75OZ BRIDGE MIX	400178065021
14.5OZ 49-FLAVOR JB JAR	400178064994
SAVORY HICKORY GIFT BSKT	400176843010
ORIGINL HICKORY GIFT BSKT	400176843041
4OZ PEPPERMINT JESUS TIN	400177452709
3ASST ORNAMENT COCOAS	400176724203
PEANUTS TRAVEL MUG GIFT SET	400176206297
7OZ XMAS CHOC CHIP COOKIE	400176722445
7OZ XMAS CHOC PEPP COOKIE	400176722469
28OZ DRIED FRUIT PLATTER	400177715811
8OZ LARGE NUT PLATTER	400177714630
6OZ 4-NUT MINI TRAY	400177714517
10OZ MINI CANDY TRAY	400177715347
2ASST 5OZ CANDIES GL BTL	400177375534
3ASST 2.5OZ XMAS GUMBALLS	400177375398
2AST 4OZ HOLIDAY GUMBALLS	400177375336
8OZ GUMMY BEARS BTL	400177375671
8OZ GUMMY WREATHS BTL	400177375794
1LB CHOCOLATE FUDGE	400179499283
1LB CHOC PEANUT BTR FUDGE	400179499306
1LB PECAN TURTLE FUDGE	400179499337

MANAGEMENT TEAM "SIGN-OFF" SECTION

To ensure each member of the Management Team has reviewed the Weekly Planner and understands the content, initial below.

Retain in Management Planner for 30 Days.

Store Manager: _____ Management: _____ Visual: _____ DM: _____

THINGS TO DO

- Perform "Start of Day" on ISP
- Review reports:
 - ◆ Sales vs. LY
 - ◆ Sales vs. Plan
 - ◆ Avg. \$ Sale
 - ◆ New Accounts & Applications vs. Plan
 - ◆ Magazine Effective Conversion Rate
- Check emails before 10am and after 5pm
- Complete any necessary eForms**
- Pass out Things to Do
- Check for name tags and appropriate dress code
- Complete Daily Reconciliation
 - ◆ Verify Deposit and Balance Safe
 - ◆ Register Shortages reconciled and reported
 - ◆ Send Sales Audit corrections eForm, if needed (Policy 2.1.4)
 - ◆ Match up suspended transactions, attach to Total Store Accounting Totals report and file
 - ◆ Deposit taken to bank by 1pm on your designated day
NOTE: H & I stores deliver on Mon. & Thur.
 - ◆ Ensure all paperwork is filed
 - ◆ Mail in validated deposit slips (select stores)
- Ensure fitting rooms & restrooms are clean
- Ensure fixtures are full and straightened throughout the day
- Make sure fixtures are set to guidelines
- Ensure wrap station plexis are filled with appropriate items
- Put holds back on the floor at end of each day
- Correct missing clock in/out everyday – do not wait until Monday
- Process damages daily (D.I.F Daily, designate donation or trash)
- Closing
 - ◆ Make sure all handhelds are powered on and in the cradle charging
 - ◆ Close register & verify ending bank
 - ◆ Prepare deposit – verify against Total Store Accounting Totals report (place completed deposit in safe)
 - ◆ Close ISP, lock safe

Week 11 - 3 November 17 – 23

Sunday, 11/17

- Correct missing clock in/out every day
- Process New Markdowns prior to opening and throughout day

Use the fields below to track Sales and New Account Goals, as well as Sales and New Account actuals each day. Use the Magazine Report printed daily to track your Effective Conversion Rate (ECR) Week-to-Date actual.

Sales Goal: _____ **New Account Applications:** _____ **Magazine ECR Goal:** 7.25%

Sales Actual: _____ **New Accounts Activated:** _____ **Magazine ECR WTD Actual:** _____

Monday, 11/ 18

- Correct missing clock in/out every day
- Check off on all directives from Weekly Planner and file into 30 Day Binder
- Complete New Markdowns
- Send validated/verified copies of deposit slips to Stage Stores Sales Audit Department, if applicable
- Sign off on payroll by 3pm. Remember to add vacation, sick pay, etc.
- Submit first edit W/E 11/30 schedules
- Check for name tags and appropriate dress code
- Check for new emails, Updates or revised signs after 5pm EST**
- Conduct three random locker inspections this month (date at your discretion) and complete locker log
- Process damages
- Print and Review Daily Update for Tuesday after 5pm

Notes:

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Sales Goal: _____ **New Account Applications :** _____ **Magazine ECR Goal:** 7.25%
Sales Actual: _____ **New Accounts Activated:** _____ **Magazine ECR WTD Actual:** _____

Tuesday, 11/ 19

- Correct missing clock in/out every day
- Check off on all directives from Daily Update
- Check for name tags and appropriate dress code
- Review W/E 11/30 schedules. Complete final edits and request reprint
- Print and Review Daily Update for Wednesday after 5pm
- Ensure any supplies have been ordered by end of day

Notes:

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Sales Goal: _____ **New Account Applications :** _____ **Magazine ECR Goal:** 7.25%
Sales Actual: _____ **New Accounts Activated:** _____ **Magazine ECR WTD Actual:** _____

Wednesday, 11/ 20

- Correct missing clock in/out every day
- Check off on all directives from Daily Update
- Check for name tags and appropriate dress code
- Post final schedules for W/E 11/30 by 5pm
- Enter planned absences W/E 12/7.
- Check Associates approaching overtime via Timekeeping Application
- Print and review Daily Update for Thursday after 5pm
- After closing begin setup for The Branded Boot Event

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Sales Goal: _____ **New Account Applications :** _____ **Magazine ECR Goal:** 7.25%
Sales Actual: _____ **New Accounts Activated:** _____ **Magazine ECR WTD Actual:** _____

Thursday, 11/ 21

- Prior to opening complete Boot Event setup
- Correct missing clock in/out every day
- Check off on all directives from Daily Update
- Review System Generated Schedules for W/E 11/30
- Check for new/revised signs
- Check for name tags and appropriate dress code
- Test fire doors, correct as necessary and log the date checked. Inspect all fire extinguishers, date and initial back of Hangtag once a month
- Print and review Daily Update for Friday after 5pm

Notes:

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Sales Goal: _____ **New Account Applications:** _____ **Magazine ECR Goal:** 7.25%
Sales Actual: _____ **New Accounts Activated:** _____ **Magazine ECR WTD Actual:** _____

Friday, 11/ 22

- Check off on all directives from the Daily Update
- Discuss store weekend sales goals with Associates**
- Correct missing clock in/out every day
- Check for name tags and appropriate dress code
- Print & review Weekly Planner with Things To Do after 5pm

Notes:

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Sales Goal: _____ **New Account Applications:** _____ **Magazine ECR Goal:** 7.25%
Sales Actual: _____ **New Accounts Activated:** _____ **Magazine ECR WTD Actual:** _____

Saturday, 11/ 23

- Correct missing clock in/out every day
- Check for name tags and appropriate dress code

Use the fields below to track Sales and New Account Goals, as well as Sales and New Account actuals each day. Use the Magazine Report printed daily to track your Effective Conversion Rate (ECR) Week-to-Date actual.

Sales Goal: _____ **New Account Applications:** _____ **Magazine ECR Goal:** 7.25%
Sales Actual: _____ **New Accounts Activated:** _____ **Magazine ECR WTD Actual:** _____