

Georgia Festival of Trees 2023 Retail Volunteer Training

Mistletoe Mall & Elf Emporium are fun, fast-paced area boutique shopping experiences for Festival guests.

Main duties include:

- Assist shoppers.
- Keep the shop & displays looking nice and well-stocked.
- Work check-out counter

Greeting & Shopping Assistance

- Greet each guest as they enter the shop.
- Ask guests if they're looking for anything special or shopping for someone specific.
- Take guests to specific items they're seeking.
- Offer shopping baskets to guests to use while shopping.
- Offer to hold items behind the register while guests continue to shop.
- Always be cheerful, friendly, and helpful, but don't be pushy.
- If a guest indicates (either verbally or nonverbally) that they don't want or need assistance, move away from them and greet other guests.
- Don't be afraid to suggest items to help customers make decisions.
- Consult your supervisor for assistance with items without price tags, damaged items, missing parts, etc.

Checkout

- Keep an eye on check-outs to quickly wait on guests.
- As appropriate, suggest items for sale at checkout, including gifts with purchase items.
- Add the cost of each item using the calculator provided and enter the TOTAL into the card machine -- detailed credit card machine instructions will be provided at the beginning of your shift.
- We are a cashless venue -- no cash or checks accepted.
- Carefully wrap and bag purchased items.
- Hand bag(s) to the shopper, thank them for their purchase, and invite them back next year





Bagging Items

- Securely wrap all fragile items in the paper provided for this purpose.
- Put all items in an appropriately sized bag (or bags) and hand the bag(s) to the shopper.
- For larger items or multiple bags, you may want to walk around the check-out to give the guests their bags rather than handing them over the stand.
- Thank the shopper for their purchase and invite them back next year.

Holding Purchases

- We can hold purchased items while guests enjoy the festival.
- All items must be paid for and securely bagged.
- Clearly label bags with guest's name and cell phone #

A word about shoplifting

- Greeting guests is the best way to deter shoplifting.
- If you see what you think is shoplifting or anything else out of the ordinary or concerning, discreetly alert a supervisor to assist with the situation.
- Do not confront a guest, Instead, greet them in a friendly manner and ask if you can help with anything.
- If you see unattended or unruly guests (children), always focus on guest safety first – this will usually diffuse the situation quickly.

Set-Up

- Set up team will assemble and place fixtures in appropriate locations based on the floor plan.
- Cover tables with black tablecloths as necessary.
- Unwrap pallets and sort boxes with like items together as much as possible.
- Move fixture boxes to check out tables and set them out for use in displays.
- Fixtures will be labeled based on what they will display, and merchandise boxes will be set near the display area.
- The Retail Supervisor will assign you an area to set up.
- Use your creativity and available bins, baskets & props to create an interesting and inviting display.



- Place items without price tags and broken items in designated areas. Supervisor will take care of these items or direct volunteers on how to process them

Tear Down

- Tidy up the shop and move like items together.
- Pull all display items – these should be packed in the large black bins with yellow lids, or a gaylord box whenever possible.
- Pull all perishable food and personal care items and set aside.
- Work in pairs and scan the barcode of each item with a provided device. Items without barcodes should be set aside and packed together; note 'no barcode' on the box tag.
- Once items are scanned, carefully wrap and pack like items together in provided flip-top bins and boxes.
- Make sure each box is properly labeled – green tag for MM merchandise and yellow tag for EE merchandise.
- Set packed boxes in designated areas for palleting.
- Take apart/collapse fixtures and place in designated area for palleting.

Thank you for joining us in the gift shop. We are excited to work with you and know you will have a great time serving in this wonderful capacity!