

Wilco

FARM STORES

Farm Store Standards



Wilco Farm Stores

“Enhancing Customer Lifestyle and Success”

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Getting to Know Wilco

Welcome to Wilco! Let's get started by learning what it means to be part of the Wilco team. Our Mission Statement and Core Values represent how we do business. As a Wilco employee, it is important for you to embrace these concepts and values as your own and practice them in your daily work.

Our Mission Statement

Wilco is a successful cooperative agribusiness with quality employees, profitably serving with integrity, the unique needs of customers in the Willamette Valley and surrounding areas.

Our Core Values

INTEGRITY

We base our reputation on being an integrity-based organization through honest behaviors, interactions and standing behind our word.

"The time is always right to do what is right." - Martin Luther King, Jr.

EXCELLENCE

We are committed to delivering quality products and services, hiring quality employees and supporting them to be the best they can be. We constantly raise the bar through constructive self-evaluation and self-improvement and embrace challenges and change, understanding opportunity lies within both.

"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected." - Steve Jobs

RESPECT

We honor the human dignity of each person, communicating with courtesy and respect in both word and action with our internal and external customers and business partners.

"Respect for ourselves guides our morals; respect for others guides our manners." - Laurence Sterne

ACCOUNTABILITY

We are accountable to customers, stakeholders, and fellow employees. We do what we say we will do. We measure with objectives and deadlines. Our employees are equipped to be successful.

"It is not only what we do, but also what we do not do, for which we are accountable." - Moliere

TEAMWORK

We embrace participatory leadership, recognizing the synergy of people working together.

"The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime." - Babe Ruth

COMMUNITY

We recognize our responsibility within the community to respect and serve; taking actions that promote the common good.

*"My life belongs to the whole community and as long as I live, it is my privilege to do for it whatever I can."
- George Bernard Shaw*

Vision Statement

We are a specialty retailer, focused on the country lifestyle of rural living families, their land, pets and livestock.

Our passionate, fully trained staff ensures 100% customer satisfaction. Our facilities are modern and upscale to attract female and professional customers. Our merchandise is first quality, priced right, attractively presented and in stock. Our continuing managed growth targets our core customers while preserving our fiscal strength.

Our Farm Stores

Our products, along with quality customer service, are what our business is all about. The following describes in detail the products and services we offer at all Wilco Retail Farm Stores, as well as important information on how to deliver them to our customers.

Upon successful completion of this training module, you will be able to:

1. KNOW our signature departments.
2. NAME the services we provide to our customers.
3. LIST our Specialty Account programs.
4. IDENTIFY all the Farm Store locations and hours of operation.

Signature Departments

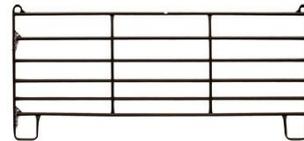
At Wilco Retail Farm Stores, we sell merchandise from five major departments. We offer these products in an upscale environment where our staff focuses on offering solutions.

OUR DEPARTMENTS

✓ Livestock Supplies & Livestock Equipment

○ Examples:

- Purina Feed
- Fencing
- Panels and gates



✓ Lawn & Garden

○ Examples:

- Rose plants
- Roundup
- Terra Cotta pots



✓ Lifestyle Clothing

○ Examples:

- Danner boots
- Raingear
- Carhartt jackets



✓ Pet Food & Pet Supplies

○ Examples:

- Nutro dog food
- Collars and harnesses
- Pet toys and treats



✓ Hardware

○ Examples:

- Plumbing & Electrical
- Paint
- Housewares



Services

- ❖ Product Knowledge and Solutions
- ❖ Special Orders
- ❖ Delivery
- ❖ Merchandise Load-Out
- ❖ Customer Training Events
- ❖ Specialty Accounts
- ❖ Youth Programs
- ❖ Dog Grooming
- ❖ Charge Accounts
- ❖ Big Ticket and Project Financing



Specialty Discount Programs

In order to enhance customer lifestyle and success Wilco offers specialty discount programs for those who qualify. Examples are:

- ★ Wilco Rewards Account
- ★ Farm Customer 40+ Acres Account
- ★ Landscape Contractors Account
- ★ Livestock / Pet Account
- ★ Dairy Producer Account
- ★ Dog Kennel Account
- ★ Stable Operator Account
- ★ Nursery / Vineyard Account
- ★ Fencing Reseller Account
- ★ Contractor Account
- ★ Youth Discount Program
- ★ Senior Discounts
- ★ Military Discounts
- ★ Service Employee Discount Program



Farm Store Locations

★ **McMinnville, Oregon**

503.472.6154



- Mac is 28,600 square feet and our largest farm store. McMinnville offers 5,000 square feet of quality work wear and western clothing as well as a full line of True Value Hardware. In Spring 2014, Pet Grooming was added to the location.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

★ **Cornelius, Oregon**

503.992.1346

- In January 2014, Cornelius reopened as our first 2-story location. At 20,000 square feet, Cornelius is very strong in the livestock, feed and pet departments. It also offers Pet Grooming among the standard assortment of farm store departments contributing to its well-rounding merchandise mix.
- *Open Monday – Saturday from 8:00–8:00, and Sundays from 9:00-6:00.*

★ **Silverton, Oregon**

503.873.8318

- Silverton is 7,900 square feet with signature departments of pet food & supplies, livestock supplies and work clothing. Silverton has an attached, covered load-out lane and is known for its high quality outdoor garden center.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

★ **Newberg, Oregon**

503.537.2659

- Newberg is 15,000 square foot store and offers our widest assortment of horse tack and saddles. Newberg has also developed a reputation for an excellent pet department, Pet Grooming service, with work and western wear contributing nicely to a well-rounded farm store merchandise mix.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

★ **Gig Harbor, Washington**

253.858.8213



- Gig Harbor opened Fall 2011. It is Wilco's northernmost location and the second in the state of Washington. With approximately 20,000 square feet, Gig Harbor offers a solid assortment of all the signature departments including a full line of True Value Hardware and Pet Grooming.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

★ **Battle Ground, Washington**

360.687.3113



- Battle Ground represents Wilco's first store in Washington State offering 20,000 square feet of core farm store merchandise. Battle Ground offers Pet Grooming and a full line of True Value Hardware.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

★ **Oregon City, Oregon**

503.656.0616



- This store opened in Spring 2009. Oregon City is 20,000 square feet and is very strong in fencing and livestock equipment. Oregon City also offers Pet Grooming and an impressive work and western clothing department and a full line of True Value Hardware.
- *Open Monday – Saturday from 8:00 – 8:00 and Sundays from 9:00-6:00*

★ **Stayton, Oregon**

503.769.6301

- Stayton is 8,200 square foot store and offers standard farm store departments and a more complete plumbing and turf irrigation assortment than other Wilco stores.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

Our Farm Stores

* Lebanon, Oregon

541.258.5085

True Value.
START RIGHT. START HERE.

- Lebanon became part of the Wilco team in Spring 2009. It relocated to the large format location in 2012. Lebanon is approximately 20,000 square feet. It offers a nice selection of farm store merchandise including a full line of True Value Hardware and Pet Grooming.
- *Open Monday – Saturday from 8:00–8:00 and Sundays 9:00-6:00.*

* Springfield, Oregon

541.726.0950

True Value.
START RIGHT. START HERE.

- This “ground-up” location opened in Spring 2008, and is Wilco’s southernmost location. With more than 20,000 square feet, Springfield offers Pet Grooming and a full line of True Value Hardware.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00*

* Canby, Oregon

503.266.2213

True Value.
START RIGHT. START HERE.

- This store combined our Ivy Street and Canby Farm Garden & Pet locations. With more than 20,000 square feet Canby carries a solid assortment of all signature departments including a full line of True Value Hardware and Pet Grooming.
- *Open Monday – Saturday from 8:00 – 8:00 and Sundays from 9:00-6:00.*

* Kelso, Washington

360.423.0767

True Value.
START RIGHT. START HERE.

- Kelso opened in the Fall 2012. With approximately 20,000 square feet, Kelso offers a solid assortment of all the signature departments including a full line of True Value Hardware and Pet Grooming.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

* Prineville, Oregon

541.447.5609

- Prineville became part of Wilco in Spring 2013. It is one of Wilco’s first stores located in Central Oregon. With approximately 5,000 square feet, Prineville offers a nice selection of core farm store merchandise.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

* Corvallis, Oregon

541.753.4100

True Value.
START RIGHT. START HERE.

- Corvallis opened July 2014 as we transitioned our existing store in Tangent to this new bigger location. With 20,000 square feet of selling space on two levels, Corvallis features a solid assortment of all signature departments as well as Pet Grooming.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

* Bend, Oregon

541.388.7439

True Value.
START RIGHT. START HERE.

- Bend became part of Wilco in Spring 2013 and transitioned to its current location in September 2014. With more than 20,000 square feet, Bend offers Pet Grooming, a full line of True Value Hardware, and an enclosed garden center for our Central Oregon customers.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

* Vancouver, Washington

360-256-4223

True Value.
START RIGHT. START HERE.

- Vancouver opened in August 2015. With 22,000 square feet Vancouver offers a full assortment of all signature departments including True Value Hardware and Pet Grooming. This location also includes our first indoor garden center.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

Our Farm Stores

★ **Puyallup, Washington**

253-864-4480



- Puyallup opened in March 2016. With 22,000 square feet and a warehouse of almost equal size, Puyallup was designed with more space for mass display on the sales floor. The store includes all signature departments with a unique grooming department that has a full display window at the entry to the store.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

★ **Salem, Oregon**

503-364-9658



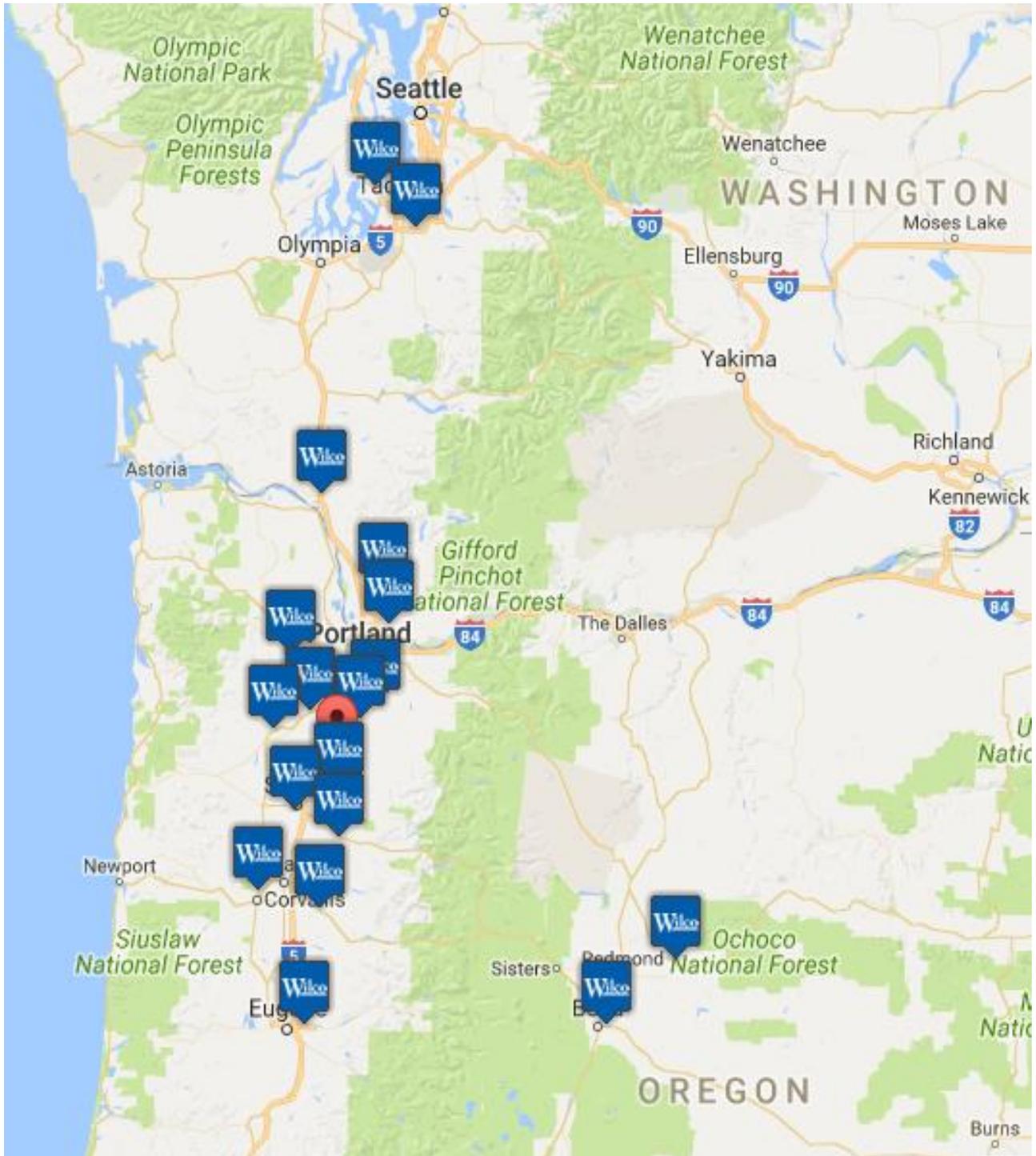
- Salem opened in September 2016 and includes a full assortment of all signature departments including True Value Hardware and Pet Grooming.
- *Open Monday – Saturday from 8:00–8:00 and Sundays from 9:00-6:00.*

★ **Distribution Center (DC)**

800.362.5339

- Located in Mt. Angel, the Distribution Center is where a high volume of merchandise is delivered and then split out and sent to locations on the shuttle.
- *Open Monday – Friday from 8:00–5:00*

Location Map



Quality Customer Service

Every Wilco employee is responsible for delivering Quality Customer Service. Customer Service can sometimes be a challenging undertaking, especially if the store is busy or a customer is upset or angry.

In this training module, you will be able to define Quality Customer Service, learn the importance of a positive attitude, how to deliver Quality Customer Service, and how to deal with angry customers.

Upon successful completion of this training module, you will be able to:

- ❖ DEFINE Quality Customer Service.
- ❖ IDENTIFY specific ways you can provide Quality Customer Service.
- ❖ EXPLAIN the importance of a positive attitude.
- ❖ LIST the four steps for handling an angry customer.

What is Quality Customer Service?

At Wilco, Quality Customer Service means achieving your position's 10 Quality Standards in your daily work, handling a difficult customer with professionalism, and going the [Extra Mile](#) to ensure that each and every customer is satisfied with our service.

Anyone who is involved with customers has one of the most important jobs at Wilco. A Quality Customer Service provider understands the success of our company depends on excellent customer service. Customer satisfaction is in your hands!

Consider this:

- The success of a company depends on the satisfaction of individual customers.
- Customers will not return unless they are treated with courtesy and professionalism.
- Anyone working directly with customers holds a position of **trust**.

Customer Service Facts:

- 96% of unhappy customers never complain about rude or discourteous treatment, but
- Over 90% who are unsatisfied with the service they receive will not buy again or come back.
- Still worse, each of those unhappy customers will tell his or her story to at least nine other people, and
- 13% of those people will tell their stories to more than 20 people!
- These numbers may be much higher given the popularity of social networking websites!

A Friendly and Positive Attitude

Imagine that you're the customer. Think about what a difference it makes to you when you do business with a company whose employees are friendly and positive. A friendly attitude alone will help to avoid customer complaints, and will bring customers back to the store time and time again. Remember to smile and always say:

Thank you!

Wilco's Floor Service Strategy

Our Customer Service Philosophy

We staff the store for regular business traffic rather than peaks. Further, we realize we are unable to accurately predict how busy we'll be from hour to hour.

Most customers don't need help finding what they need in our stores. Many don't even want help.

However, ALL customers want to know that a skilled employee is available to them IF and WHEN they need help or have questions.



Floor Service Strategy: Patrol and Observe

Wilco's Floor Service Strategy is to *Patrol and Observe* rather than *Approach and Serve*.

We will provide *availability* in assigned floor coverage areas all hours we are open. Those working on the floor will be available to be noticed and engaged by the customer when he or she is ready to be helped.

Check the Patrol Map before you begin each shift. If you are assigned Patrol:

- Patrol your assigned area every 10 minutes.
- While on patrol, walk at a medium pace.
- If you see a customer down an aisle, walk down the aisle.
- If the customer acknowledges you, greet the customer.
- If you cannot complete your patrol for any reason pass the patrol to another team member.

Handling an Angry Customer

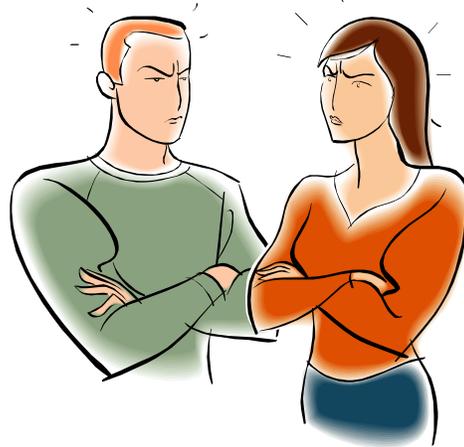
Sometimes a customer will be very angry and must be handled carefully so as to not escalate the situation. Remember and use the **L.A.S.T.** strategy, if you encounter an angry customer.

Listen

Apologize

Solve

Thank



LISTEN

Before you can assist the customer, first listen to the complaint. An angry customer needs to be heard....even if you have something to say that may help to resolve the problem.

If the customer is using vulgar language, politely let him or her know that you will not be able to help if the vulgar language continues. If it does, call your supervisor or a co-worker over to the situation immediately.

	<p>FAMILY FRIENDLY: Remember: Wilco is a family friendly place and inappropriate language will not be allowed by employees or customers.</p>
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APOLOGIZE

Wait until the customer is finished speaking to begin talking. Angry people usually do not want to listen to reason until they have finished venting their frustrations. Remember, anger dissolves as it is vented. As soon as the customer is finished venting, apologize for the inconvenience.

While most of the time the reason for the customer's anger will not be your fault, apologize anyway. An apology lets the customer know that we (Wilco) will take responsibility for the problem. You will be amazed at how much a simple, "I'm sorry" will soothe an angry customer.

A component of an apology is showing sympathy, which is a very powerful tool. Sympathizing will portray you as a compassionate person who wants to resolve the issue that created the anger. Be sincere. To show sympathy, reflect the customer's feelings.

Use the following Sympathetic Statements:

- You must be really upset.
- I can understand how you must feel.
- How frustrating.

REMEMBER, in order to make your apology sincere, you must first listen to the complaint.

SOLVE

Now that you have listened to the complaint and apologized, it is time to accept responsibility for the problem and prepare to find a solution in a calm and professional manner. Be willing to go the **Extra Mile** to ensure the customer is happy.

As a Wilco employee, you have the authority and responsibility to:

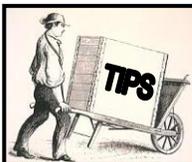
- Make reasonable price adjustments for **errors**.
- Document and discuss each complaint with your supervisor.



REMEMBER: Angry customers do not want to hear excuses or hear you blaming others. They want the problem solved!

THANK

Thank the customer when the problem has been resolved. Customers who complain are doing us a favor. Customer complaints help us to provide better service by enabling us to identify areas that need improvement. Complaints give us a second chance to provide service and satisfaction. They also give us an opportunity to win a customer's loyalty.



COMPLAINERS ARE GREAT! They give you the opportunity to fix their problems and keep them as customers—instead of saying nothing and taking their business elsewhere.

DON'T TAKE IT PERSONALLY

The best thing that you can do when dealing with a complaint or an angry customer is to not take it personally. If you can remember this, you will be more able to handle the complaint in a calm and professional manner.

Unconditional Standards

Unconditional Standards are the foundation of what Wilco employees need to know and be able to do successfully on a day-by-day basis. These four standards are unconditional, which means that all employees must adhere to them at all times. Why? As an employee, you are the face of Wilco. This means that each employee is expected to have the right attitude to help create an environment for customers that is inviting, friendly and clean, which in turn, keeps them coming back time and time again.

1. Wear an approved uniform at all times. The uniform policy is detailed in the employee handbook.
 - The uniform must be clean and without tears or excessive wear.
 - Wear your name badge at all time.
 - Carry a radio and wear a headset.
 - Hi-Vis outer garments are required when working in the parking lot, yard, or warehouse.
2. Do not eat food, drink beverages or use tobacco or gum products on the store premises *except in designated areas*.
3. Thank **all customers** for their business at the conclusion of their visit.
4. Complete merchandise recovery at the end of each business day.
 - The entire closing team must walk all store areas: filling, fronting and facing merchandise.
 - The closing supervisor must sign a Daily Recovery Form to certify that all housekeeping recovery tasks were completed.



Customer Experience Standards

The goal of Wilco Farm Stores' Customer Experience Standards is to ensure that all customer needs are met by providing customer satisfaction and ensuring customer expectations are met before, during and after their visit at any Wilco Farm Store.

1. *At the Check Stand*

- a. Greet or acknowledge every customer as he or she enters the store.
- b. Serve customers in the order of arrival.
- c. Call for additional cashiers when more than three customers are in line; including the person you are helping.
- d. Ask customers if he or she is Rewards Customer before beginning the transaction.
- e. Suggest related items / add-on sales when appropriate.
- f. Handle returned merchandise quickly, cheerfully and efficiently (refer to return policy).

2. *Price Match Promise*

- a. We promise to gladly match prices on identical merchandise from other retail stores.
- b. Details:
 - ✦ Gladly match local competitor's (physical store) advertised prices for identical items when in-stock.
 - ✦ A physical copy of the competitor's ad is not required to honor the price.
 - ✦ Items must be identical to competitor's advertised merchandise, including brand, flavor, color, size quantity, etc.
- c. If the price difference is less than \$10 at the transaction level and seems reasonable – no verification is required.
- d. If the price difference is greater than \$10 at the transaction level OR seems exceptionally low – call or otherwise confirm the competitor's price, availability and that the item is identical.
- e. Price differences that *may* not be matched:
 - ✦ Misprinted ads from other retailers.
 - ✦ Internet pricing.
 - ✦ Ads where the actual price for the item cannot be determined.
 - ✦ Competitor ads from outside of the store's local area.



3. Price Adjustments

- a. When requested, refund or credit the difference between Wilco's price and the matched confirmed price from another store within 30 days of purchase on the identical merchandise. (See Price Match Promise for more details)
- b. When requested, refund or credit the difference between Wilco's regular price and sale price if the product is purchased 30 days prior to a conventional sale flyer.

4. Carry Out

- a. Offer carry out service for ALL appropriate purchases.
 - ✦ Examples include large bags of dog food and other unmanageable items.
- b. Call for carry out support when needed.

5. Out-of-Stock Products

- a. If we are out of stock on a promo item offer the customer a Raincheck.
 - ✦ This will hold the sale price for the customer for 30 days.
 - ✦ The customer will not be called.
- b. If we are out of stock on a regularly stocked item let the customer know we will be back in stock shortly.
 - ✦ If the customer requests to be called when the product arrives, create an Order in POS. When the product arrives the customer will be called by the receiving team.

6. Special Orders for Non-Stocked Products

- a. Accommodate, but do not seek out special orders for non-stocked products.
- b. Before starting the special order process:
 - ✦ Provide the customer with a recommendation of an alternate or substitute product that we carry that will meet his / her needs.
 - ✦ Explain we do not carry the merchandise and provide potential store(s) that may carry the product.
- c. If the customer specifically requests a product to be ordered, begin the special order process by creating an Estimate in the POS with all required information.
- d. Under promise delivery timelines with the customer by 25 to 50 percent.
- e. Follow the special order process exactly. This will allow you to easily track the status of the order.
- f. Be proactive in communicating the status of the special order with customers.
- g. Ensure that the order pickup is smooth and efficient.

7. Load Out Standards

- a. Load customers safely and efficiently in the order of arrival.
- b. Engage the customer for loading within three minutes of arrival time.
- c. Engage the customer immediately if there is no waiting line.
- d. Verify you are loading the correct products:
 - ✦ Collect the Load Ticket from every customer.
 - ✦ Read the Load Ticket back to the customer.
 - ✦ Match the load ticket with date and the items you are loading.
 - ✦ Retain load ticket and deposit in designated location.
- e. Thank the customer after the load out is complete.

8. Department Coverage

- a. Managers will assign patrol coverage for all departments for all open hours to ensure we are available to be noticed and engaged by customers.
- b. If you are assigned a patrol, be sure to patrol your assigned area every 10 minutes.
- c. If you cannot complete your patrol for any reason, pass the patrol to another team member.

9. Radio Usage

- a. Use proper radio etiquette.
- b. Acknowledge all radio calls.
- c. Listen before keying the microphone to make sure you're not interrupting a conversation.
- d. When you are a Cashier and you call for load out of more than three items:
 - ✦ Say "coming out for several _____ items."
- e. Keep conversations short and to the point.
- f. Use common courtesy, be polite and do not raise your voice.
- g. Warehouse users use cashier call outs and aim to have customers' orders ready as they reach the warehouse.

10. Incoming Phone Calls

- a. Answer the phone within three rings.
- b. Answer pleasantly and courteously with the following greeting:
 - ✦ **Greeting**—*Good morning, afternoon or evening*
 - ✦ **Store ID**—*Wilco*
 - ✦ **Personal ID**—*This is XXX*
- c. Greeting Example:
 - ✦ Good morning, Wilco. This is Christine.
- d. Ask permission before putting the customer on hold.
- e. When a ring back occurs:
 - ✦ Pick up the line and inquire if the customer has been helped.
 - ✦ If the customer has not been helped, provide service immediately.
 - ✦ If the customer has been helped, inquire the name of employee; put back on hold; remind the employee that “_____ (line) is on hold”.
- f. When the employee is not available to take the call or when the information is not readily obtainable, take a message and include all information including date, time, name, phone number, message and urgency.
 - ✦ Return calls during the same business day if possible. If not, return calls within 24 hours.



While You Were Out

date: > _____

time: > _____

name: > _____

company: > _____

phone #: > _____

message: > _____

11. Customer Complaints

- a. Satisfy all customer complaints quickly and professionally.
- b. Involve store management when possible.
- c. Attempt to satisfy complaints with a positive outcome for the customer.
- d. Use the C.P.R Program (Customer Preservation & Reward).
 - ✦ The CPR Program provides team members with preloaded Wilco Cards to be carried during their shifts and handed out to customers to resolve customer service breakdowns on the spot or as rewards.
 1. Key Staff and Front Cash Drawer will have \$10 Gift Cards.
 2. Managers will carry \$25 Gift Cards.
 3. Managers will provide follow-up coaching and issue new cards to team members as they are given to customers.



12. Overriding Customer Service Strategy

- a. There are specific conditions and protocols regarding everyday and promotional activity including *returns handling, coupon redemption, price matching*, etc.
- b. **If and when a customer pushes back after hearing and understanding these protocols, respond by courteously doing as the customer expects.**
 - ✦ This is subject to reasonableness and does not apply in cases of suspected fraud or theft.
- c. If you are uncomfortable making a decision based on a customer's request, demand or situation, seek management assistance.
- d. These customer expectations will be appropriately documented on the transaction.

VERRIDING CUSTOMER SERVICE STRATEGY





Integrity

Excellence

Teamwork

Accountability

Respect

Community

Customer Experience Standards

Merchandising Standards

The goal of Wilco Farm Stores' merchandising standards is to maximize sales with outstanding store presentation, customer shopping ease and optimization of floor and fixture space.

1. *Merchandise Recovery (also an Unconditional Standard)*

- a. Complete merchandise recovery at the end of each business day.
- b. Entire closing team walk all store areas: filling, fronting and facing.
- c. Complete all store housekeeping recovery tasks.
- d. Closing supervisor must sign a Daily Recovery form to certify that all housekeeping tasks were completed.

2. *Bin Tags*

- a. Current bin tags on all shelved and pegged merchandise.
- b. Bin tags lined up with the leading left edge of the product.
- c. For shelved multiple facings, place the bin tag at the leading left edge of the product's far left facing.
- d. For pegged multiple facings, place one bin tag above each facing of the product.
- e. Angled bin tag holders on all bottom shelves and the top shelf when above 6ft.
- f. Bin tags mounted on or behind clear acrylic strips at the shelf or mounted on plastic peg hook price tag holders.
- g. Bin tags will be refreshed at least every 12 months to ensure a professional image; the date on the bin tag will be within in the last 12 months. Bin tags that become yellow or otherwise worn will need to be replaced sooner.
- h. When replacing bin labels, do *not* place the new label on top of the old one. Remove and discard old bin labels.
- i. Price cards rather than bin tags are allowed when wide span shelving is used.

3. Vertical Merchandising

- a. Present products using vertical merchandising techniques when possible and aesthetically correct.
- b. Review and obtain Category Manager approval prior to adjusting store merchandise.

4. Tight Merchandising

- a. Little or no pegboard visible to the customer.



5. Fronting and Facing

- a. Pull all product to the front edge of the shelf or front end of the peghook.
- b. Face all merchandise. This mean product labels are consistently turned to the front and facing the customer.

6. Stocking Rules

- a. IMPORTANT—be concerned with presentation.
- b. Match item number or SKU with bin tag.
- c. Scan UPC or use manufacturer's number if necessary.
- d. Rotate oldest items to the front.
- e. Do not overstock products.
- f. Return excess product to proper back stock area.

7. Peghook / Shelf Arrangement

- a. Position peghooks above and shelves below when possible.
- b. Guard against dark areas. Do not place short peghooks immediately under shelf.

8. Clip Strips and J-Hooks

- a. Keep impulse display devices full and adjacent to related items.
- b. Hang on uprights; do not block merchandise.

9. Light to Heavy Placement

- a. Large, oversized or heavy containers and products merchandised on bottom of shelf fixtures.
- b. Small or lightweight containers and products merchandised at or near the top.

10. Clean Products

- a. Keep all products free of dust and in saleable condition.

11. Fixture Maintenance

- a. Maintain all fixtures in clean and safe condition.

12. Merchandise Adjacencies

- a. Place similar categories of products on the same fixture run or directly across the aisle.

13. Bulk Displays / Basedecks

- a. Display merchandise on platforms or in mass stacks.
- b. Maintain sufficient clearance for aisles.
- c. Keep a minimum of two feet between bulk displays.
- d. Display oversize items or fixtures that cannot be merchandised on a shelf directly on the floor as a bulk stack.
- e. Do not allow a mass display to be depleted to the point that it looks empty.
- f. Signage
 - ✦ All bulk displays must have a hanging price sign.

**14. Aisles Clear**

- a. Keep aisles and sales floor clear and free at all times of carts, boxes, debris and non-temporary manufacturers' displays.

15. Endcaps

- a. Rotate merchandise regularly.
 - ✦ Minimum of monthly.
- b. Signage
 - ✦ All endcaps must have a feature sign.
- c. Product
 - ✦ Single item endcaps are preferred and ideal.
 - ✦ A theme or seasonal endcap with two or more different products are permissible at times.

- d. Vertical merchandising

- ✦ Display products on endcap with vertical striping technique. This adds to its appearance and appeal.



16. Check Stand Impulse Products / Merchandise

- a. Category Management / Operations Management approval is required prior to merchandise being sold or displayed at checkout counters.

17. Outside Displays

- a. Keep product displays, bulk stacks and palletted goods in the yard clean, signed, priced and updated.
- b. Keep shrink wrapped merchandise being sold from the pallet unwrapped and bonnets discarded.

Signage Standards

1. Interior

- a. Use only pre-approved, pre-printed logo cardstock for all normal and promotional signs.
- b. Operations Management approval is required for all informational / instructional signs.
- c. Large, creative handwritten signs will be used on the Feedboard.

2. Pricing Stickers

- a. Place price stickers on upper right hand corner of product.
- b. Use white pricing stickers for item level regular pricing.
- c. Use yellow stickers with red lettering for clearance items.

3. Exterior

- a. Sign and price all plants in garden center.
- b. Readerboard:
 - ✦ Black letters and red numerals.
 - ✦ Display current, frequently rotated messages.
- c. Operations Management approval is required for all exterior hanging signage (brand advertising).

4. Clearance Items

- a. Any clearance item that is merchandised on a conventional shelf or peg will be signed with its regular price on a bin label AND a clearance bib tag.
 - ✦ These items will be updated with the promo clearance price in MIP.



Merchandising Standards

- b. Any clearance item merchandised off a shelf or peg OR on a general clearance table will be hard-marked with a regular price and a clearance price sticker.

- ✦ These items are updated with the promo clearance price in the POS system. There may be exceptions at the store level due to deeper mark-downs for damaged merchandise, bad labels, etc.



- c. Garden Center clearance and mark-down items, including live plants, will be signed with a discount-off plant tag and/or a clearance bib tag.

- ✦ If the discount price is not loaded in the system a discount-off plant tag must be placed in each container.



- d. Outdoor yard and bulky clearance items will have a RED poly clearance tag handwritten with the regular and clearance price.



Facility Standards

General Maintenance

1. *Front Glass Sign Policy*

- a. Do not place signs, posters or advertising on the front glass or doors.
- b. Operations Management approval is required for all exceptions including special events or circumstances.

2. *Glass Cleaning*

- a. Clean storefront daily or more often if needed.
- b. Clean interior doors and glass weekly, including pet grooming window.
- c. Clean exterior glass windows annually, or more often if located in a high traffic area.

3. *Shopping Carts and Baskets*

- a. Keep shopping carts in clean and user-friendly condition.
- b. Keep shopping carts and baskets off lot.
- c. Empty shopping cart corrals regularly.

4. *Trash Cans*

- a. Empty daily; more often if needed.
- b. Wash all large exterior cans and ash cans regularly.

5. *Vehicles*

- a. Keep all company vehicles clean and in professional image (free of dents).

6. *Miscellaneous*

- a. Use blue safety cones or “wet floor” sandwich board when necessary.
- b. Return and discard all old, unneeded pallets regularly.

Interior Maintenance

1. Checkout Counters

- a. Clean, dust and keep organized.
- b. No stray notes or Post-it™ notes around the counter area.
- c. Keep all notebooks and training books under the counters.

2. Restrooms

- a. Clean daily; between janitorial service.

3. Garden Center

- a. Keep it clean!
- b. Keep all aisles clear of hoses and boxes.
- c. Pressure wash prior to season and as needed.

4. Office Area and Equipment

- a. Clean, sweep and vacuum.
- b. Keep all desks and furniture clean and organized.
- c. Clean and dust all office equipment, including computers and printers.

5. Specific Store Locations

- a. Clean break room, refrigerator, microwave, dishwasher, sink, countertops and all other surfaces regularly.
- b. Pick up and clean dressing rooms throughout the day.
- c. Sweep warehouse floor regularly.

6. Floors

- a. Sweep and vacuum all rugs, mats and carpeted areas daily.
- b. Spot treat spills and dirt immediately—keep safety in mind.
- c. Maintain and buff floor tile. Ensure a safe, bright and clean presentation.

Exterior Maintenance

1. Landscaping

- a. Keep attractive and maintained by mowing, regularly refreshing the bark mulch and pruning.
- b. Sweep, keep clean and free of trash and straw.

2. Front Porch / Fascia and Load Out Bay

- a. Sweep daily
- b. Pressure wash as needed.

3. Parking Lot and Yard Areas

- a. Keep paint striping fresh.
- b. Keep clean and free of trash, straw and debris.
- c. Keep orderly and free of debris, shrink wrap, banding and spray weeds.

Operational Standards

1. *Merchandise / Receiving*

- a. After arrival, process all receiving within 48 hours (see Receiver Manual).
- b. Clearly organize and separate received merchandise for an efficient stocking flow.
- c. After unloading off the truck, place all yard merchandise in its home spot within 24 hours.
- d. Keep all damaged, defective or vendor-returned merchandise in designated area and handle on time.

2. *Parking Lot*

- a. All employees must park in the farthest marked area of the parking lot.
- b. Leave closer parking for customers.
- c. Do not use parking lot for sale of personal goods or vehicles.

3. *Warehousers*

- a. Allow customers to secure their own loads unless:
 - ✦ Customer requests assistance.
 - ✦ Obvious physical need such as an elderly or other person with a disability.
- b. Ensure that the customer double checks the security of any load we help tie down.
- c. Keep long load flagging and tie string available for customers to use.

4. *Vehicles*

- a. Keep all delivery trucks fueled, empty and ready for use.
- b. Keep trucks parked in secure yard nightly.
- c. Keep forklifts serviced, fueled and ready for daily use (refer to daily checklist).

5. *Broken / Damaged Bags*

- a. Keep broken or damaged bags at a regular, non-storefront location.
- b. Price broken or damaged bags using established standards for quick movement so they are cleared out and sold promptly.

6. *Returns Audit Process*

- a. Process the customer's return and attach or file the *Store Copy Receipt* using the established process.
- b. All Returned Merchandise must stay at the register until it is taken to the Designated Returns Area by the Inventory Specialist, Manager, or PIC.
- c. The Inventory Specialist will account for all returned merchandise, researching and noting any items that cannot be accounted for.
- d. The Inventory Specialist will sign-off once everything is accounted for or researched and the Manager will regularly review and sign-off.
- e. Once the Returns Audit is complete, Merchandise will be staged to stock on the shelf and Defective Merchandise will be returned to the vendor.

Loss Prevention

Wilco's basic policy with regards to shoplifting is prevention.

Prevention Methods

- ***Complete assigned Patrols.***
- ***Identify suspected shoplifters – be alert to suspicious behavior***
- ***Keep them within eye-sight***
 - ✦ Examples: Clean or Stock near their location.
- ***Communicate to others and work as a team***
 - ✦ Use your resources: radio, cameras, etc.
 - ✦ Temporarily close the Garden Center gate or stage someone near the exit.
- ***Over-serve***
 - ✦ By offering your service and checking up on them, they will know that you are watching.
- ***Wilco employees will NOT detain suspected shoplifters***
 - ✦ **Detentions will ONLY be executed for known shoplifters by police and security authorities.**

Additional Loss Prevention Procedures

1. Notify your Manager or PIC

- a. If shoplifting has occurred or is in process, the Manager or PIC will immediately contact law enforcement and press charges with known shoplifters.
- b. Known shoplifters will be trespassed from ALL Wilco locations for life.

2. Shoplift Communication Email Group

- a. Managers and PICs will complete and distribute a Wilco shoplift report to the Shoplift Communication email group within 4 hours after an incident is realized.
 - ✦ This report will include a description of the incident including date, time, still photo or video and the jurisdiction and case number from the police report.
 - ✦ As advised, these reports and photos should be distributed to vulnerable stores, teams and sometimes posted.
- b. PICs and Area Specialists will communicate other urgent and important theft situations as observed.

3. Shoplift Issue Log

- a. The *Shoplift Issue Log* will be kept on a clipboard in the Receiving Area for any employee to log any and all unusual or suspicious activity for potential follow-up if and when an incident is recognized.

4. Fitting Room / Boot Awareness

- a. The Clothing fitting room will be left unlocked.
- b. The *Fitting Room / Boot Awareness Checklist* will be maintained on a clipboard at the Clothing Counter or by the fitting rooms.
 - ✦ Checklist will be reviewed at least 4 times per day with any loss immediately reported to the Manager or PIC.

5. Camera Systems

- a. Cameras will be utilized in all stores. The number of cameras per store will depend on the store size and layout.
- b. Managers are responsible for ensuring store camera systems are operating correctly, show the correct date and time and that system-trained PICs are available all hours the store is open. Any and all exceptions or system issues will be reported to the Store Development Manager, location's District Manager and Chief Operating Officer immediately when recognized.

6. Local File Folder

- a. Store Managers will maintain a local file folder titled LCstore city (example LCCanby) for all photos, reports and LC communication files.
- b. Photo and video files will be named LCphoto_store city_mm-dd-yy (example LCphoto Canby 10-10-13).

7. High Incident / High Risk Locations or Departments

- a. Special training will be provided for high incident, high risk and new Wilco stores.
- b. Store team traffic routes will be established in high incident, high risk stores to increase incident awareness.
- c. Any and all direction and communication about merchandise to be locked up or pulled from the store floor for loss prevention reasons will be directed by the Merchandise Manager.

Employee Acknowledgement

I have received a copy of the Wilco Farm Store Standards Manual. I am responsible for reading the contents and agree to abide by these standards. I will also do my best to support others in upholding them while I am a Wilco employee.

Employee: _____
Print Name

Sign Name

Location: _____

Date: _____

Manager: _____

Date: _____

Tear and return this signed page to the Central Office

