



Holiday Market Staff Checklist

Employee Orientation

1. Review and finalize salary and commissions with employees.
2. Make sure employees have familiarized themselves with all aspects of the product – from process and features to pricing (via company website or product information collateral).
3. Review Dress Code requirements:
 - a. In colder climates, dressing in layers is advisable.
 - b. Hand and foot warmers strongly suggested.
 - c. Must wear comfortable shoes.
 - d. Do they need to wear product?
4. They must eat prior to arriving. Employees working long shifts should pack a lunch, bring snacks, or have food delivered (food court vendors tend to have long lines).
5. They must bring their own battery charger for their phone. This is your main point of contact while they are on site so it is imperative that you are able to reach them at all times.
6. Find out what type of smart phone they have. You will need to ensure you supply them with the proper adaptor for your chip reader.
7. Review the digital inventory management system with them.
8. Review all custom order requirement forms that you may have.

PRE-SHIFT MEETING

The following are important to explain to your employees:

1. Where can they store their personal belongings?
2. Where are the nearest rest rooms? Provide a rest room entry code if applicable.
3. Introduce employees to neighboring booth staff. They can watch the booth if your employees need to use the restroom and visa versa.
4. Provide several restaurant delivery menus.

5. Point out the nearest ATM to your employees. Should they need change for your customers, this will be a necessity.
6. Have them count their bank and confirm bank amount.
7. Provide sufficient small bills for customer change. This should be a standard 'bank' amount that you are comfortable with.
8. If there is WiFi available, be sure to provide your employees with that network and password.
9. Make sure you have a good WiFi signal. If the signal is poor, review offline credit card processing.
10. Provide the credit card chip reader and appropriate adapter for their smartphones.
 - a. Have employees download and adjust sales tax on all credit card processing apps you accept. Examples would be: Square, CashApp, Venmo, PayPal, etc.
 - b. Review and run a credit card test transaction.
 - c. Provide employees with the email or phone number associated with bank processor. Example would be: Zelle (with Bank of America).
11. Provide all booth electrical information (i.e., dimmers, chargers, power source, extension cords, etc.).
12. Have backup stock organized. Review restocking protocol.
13. Provide all Emergency Contact numbers (i.e., security).
14. Check that your heater is functioning properly.
15. Review shipping options. Do you ship? Do you ship international? How much do you charge for shipping? This would be relevant to taking orders.
16. Packaging? Make sure you have different size packing options for your customers.
17. Gift wrapping? Be sure the booth is equipped with ribbon, wrapping paper, bubble wrap, etc.
18. Ensure you have all necessary tools (i.e., pliers, scissors, pens, needle, markers, thread, etc.).
19. Be sure to let your employees know where the marketing collateral is kept (i.e., business cards, flyers, etc.).
20. Make sure you have necessary back up product supplies (i.e., jump rings, rubber backs, etc.).
21. Provide cleaning supplies and explain cleaning requirements. For example, light dusting.
22. Gift Certificates – Explain the process to your employees.
23. Provide a Special Order Request Form for any customers who are requesting a custom order.

REVIEW SALES TIPS

The following are important to explain to your employees:

1. Ask customers to provide their email addresses. These can be used for future promotional offers and announcements.
2. Explain your upsell technique. An example would be if a customer purchases a pair of earrings, show them the matching necklace.
3. Review best sellers, features, etc.

REVIEW SOCIAL MEDIA REQUIREMENTS:

The following are important to explain to your employees:

1. Ask satisfied customers if you could take a picture of them with your product.
2. Send the picture to them via text and ask if they will post and tag you on social media (Facebook, Instagram, etc.).
3. Take pictures of customers and crowds at your booth.
4. Take a few short videos of the booth, crowd, or anything social media worthy.

DOWN TIME

There is always some down time when occupying a booth. Be sure to encourage your employees to do the following during those times:

1. Ask satisfied customers if you could take a picture of them with your product.
2. Organize all product.
3. Restock sold items.
4. Stock and organize all gift packaging supplies.

RULES

- No leaving the booth unless you need to use the restroom.
- No talking on your cell phone (unless with your managers/superiors).

- No putting on makeup in the booth.
- Food and beverages must be kept out of sight.
- Refrain from food with a heavy aroma, particularly if your product has fabric.
- Booth must be clean and organized at all times.
- Refrain from spending time online.
- All personal belongings must be stored and out of sight.
- No chewing gum.