



mimmic

BIJUTERIAS

training manual

*Its your stage,
make the difference!*

It's your stage, make the difference!

This manual was designed to enhance Mimmic family knowledge of our Policy & Procedures. Our goal is to invest in you and make your experience with us, one of the very best.

This manual is a tool which is to be used during training of new hires/current staff and can be used to look back upon as a refresher of questions and situations that will come up daily.

This is a living document that will continue to grow with our company as we gain knowledge and experience everyday!

We want this manual to not only make a difference in your professional life but also your personal one as well, remember you don't have to be brilliant, rich, beautiful, or perfect. You just need to be **passionate!**



Day one

dealing with customers

A customer walks into a store ...

Procedure of how to deal with customers, how to recognize their body language and how to adapt our own behavior to theirs in order to increase our sales. The more signals we pick up from our customers by quickly assessing them, the easier it is to converse with them!

This sales training will make you understand why we do the things we do and how we can be more successful at selling by recognizing (cultural) indicators and body language.

Day one

dealing with customers

continued

The difference between shoppers and dwellers

In retail 'dwellers' are considered mall visitors that have plenty of time to stroll the stores and enjoy what is offered. There is hardly any time pressure. Typical shoppers are actively looking for items that they have on their list to buy. When you now think of body language, the difference in their behavior in the store becomes immediately clear. Because Mimmic is not a big brand name (yet :-)) shoppers are not on a predetermined mission like when they want to pick up an exact pair of trainers in nike. So, most of the time we are dealing with dwellers.

Respect that special moment

Since most of our visitors are dwellers and unfamiliar with our brand, many of them enter our stores out of curiosity. They stop in their tracks, look inside at the unusual sight of pallets with jewelry on top and the Chinese lanterns. Then they look up at the sign above the entrance and in a split second decide to wander into the store. The first displays with jewelry are (on purpose) only a few steps away from the door and most will immediately start looking and pick up items.

These first moments of being mesmerized are extremely important not to interrupt!

m!mm.
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Day one

dealing with customers continued

Here is where your very first activity starts.

Step 1: Assess the customers when they enter. Do this before you even greet them.

Imagine you work in a shoe store. What would you look at first? Indeed, what shoes people are wearing. It gives away what style they like, and you can play on that. Like a car salesman that welcomes a couple with three children will probably point out the latest SUV, not the sports car. You can obtain tons of information from your customer by getting skilled in assessing them. Only wearing silver? Point out the silver section. The bohemian type? Point out the leather section. Not wearing any jewelry? "are you shopping for yourself or a friend?"

During your training, your store manager will ask you frequently what the customer that just walked in is wearing or what type you think she is. **It is essential for a good salesperson to be constantly aware of that.**

A large part of the assessment is **recognizing body language**. Is she relaxed? Does she respond to your friendly welcome? Does she radiate 'leave me alone'? Is she carrying bags from other stores? Are her eyes scanning the tables? If so, what does that mean? If she walks quickly from station to station, what could that mean? If she walks in and heads straight for a certain station half-way the store, what could that indicate? If she walks from station to station without touching anything, hands crossed on her back, what could that mean? The better you get at this 'game' the easier you will be able to interact and converse with your customer and offer them a special Mimic treatment, unlike other stores where staff just does not pay attention to the potential buyers at all.

Day one dealing with customers

continued

Body language refers to the nonverbal signals that we all use to communicate. Yes, all of us! According to experts, these nonverbal signals make up a huge part of our daily communication. From our facial expressions to our body movements. And especially the things we don't say can convey volumes of information!

It has been suggested that body language may account for between 50 percent to 70 percent of all communication. Focus on it and it will change your career.

IT'S WHAT YOU DON'T SAY THAT COUNTS!



LEARN TO READ AND INFLUENCE PEOPLE THROUGH
NONVERBAL COMMUNICATION.

Day one

dealing with customers

- continued

Zoom-in, zoom-out and assessing

So, remember, before even greeting, we give the customer the time to soak in the awe of the first moment they walk into our store. During this time, we can assess the customer by observing their body language and what style they are wearing at that moment.

Only then we **zoom-in** to engage, by giving a warm **greeting**.

Step 2: Greeting

Inviting them in with a warm smile and a simple phrase “good morning/afternoon/evening” (*review day 1 slide 40 for greeting*). Never do this from behind the counter or from half-way the store. Instead approach but keep 20 feet distance.

Step 3: Sanitizer and price-point

Covid-19 is not yet over. Approach the customer and offer hand sanitizer. At the same time show the customer our price points are **‘already marked** fifty percent off on the tag (square tags are easier to demonstrate) and explain the promotions using the samples in your tray.

Zoom-out by cheerfully saying something like, "enjoy!" and leave the customer browse in peace while you consider your options to offer them specific items or point them towards certain styles based upon your assessment of them.

Day one

dealing with customers

- continued

Additional **zoom-in and zoom-out** moments can be about small increments of information (color of the tags, where collections are located i.e. gold tone, silver tone...) and getting information from the customer in return.

Two trays.

Why are we holding **two trays**? Holding two trays allows us to have products in the top tray to show and explain to customers price tags and variety of our collection. The second tray is used to give to the customer when they have picked up jewelry and start walking around with it.

We primarily want the customer to have a tray because helps the customer to build a look, thereby increasing the numbers of pieces sold! (The so-called '*basket size*'). At the same time, it helps reduce 'loss' by acknowledging the piece(s) chosen.

Step 4: handing out the tray

The moment to hand out the tray is when a customer starts walking with a selected item, not when they are still looking at it. This will interrupt their moment and likely put it back. Never ask if they want a tray. Like a waiter hands out the menu in a restaurant you say with a smile: "*here's your tray, you can put anything you like in it, you don't have to buy it, we put it back for you*"*

Remember, we really want the customer to use a tray, so 'sell it' to them (see page 12). After all, you are in Sales!

Day one dealing with customers- continued

Step 5: Tray is refused

When the tray is refused wait until the customer picks up yet another item and hand them the tray again by saying: "oh, please let me make your life a bit easier"*

A special situation occurs when a customer, after trying something on, does not take it off and starts walking with it. When this happens be persistent and quite direct. Still smile warmly, but point at the item and say: "Sir/Madam, the ring / bracelet / necklace you are wearing, could you please put in it the tray?"*

Step 6: Walking with multiple items

When the customer insists on walking around with a hand full of items, it is time to keep a closer look. Maybe there are no bad intentions at all, but maybe this is a way to make items 'disappear'. Use your own judgement. So don't 'zoom out' too much in this situation.

Indicators for shop-lifting:

- Walking erratically from station to station in an above average pace, often seemingly look for something
- Looking at you (over shoulder) to check if you notice what they are doing
- Glancing regularly at cameras
- Groups of customers that quickly split up after walking in
- Carrying paper shopping bags from other stores that are wrinkled and look used
- Dropping/spilling a beverage on the floor making use of the cleaning action required.

We don't want you to be a security guard or start a heated discussion. The best and safest remedy is to stay close to the individual(s) and let them know you are totally aware of them. Always stay polite but someone with the wrong intentions will realize you are not sleeping on the job.

Day one dealing with customers

continued

The kiosk syndrome.

In practically all Malls you will be bothered by kiosk staff that approaches you quite aggressively. They spot you from a distance and when you come closer you hear: "ma'am, ma'am or sir, sir!", "where are you from?", "here is a free sample!" Their intention is to make you stop and buy something from them. But the result of their approach has exactly the opposite effect! As soon as you spot them, you change your path to avoid them, raise your hand and say: "No thank you!"

Isn't that crazy? Hundreds of thousands of kiosk staff all over the USA, doing exactly the same thing all over the country, every day of the year, with the same counter-effect. Who trains these people?

Day one

dealing with customers continued

The same way customers don't want to be hunted, they also do not like to walk into a store where there are absolutely no customers. It's like looking through the window of an empty restaurant. Subconsciously you think "The food can't be good there..." The waiter will probably put the first people who do enter in front of the window for other potential visitors to see and attract them to come in.

At Mimmic we have invented "pretend shopping" It works like this: You place your bottom tray under a pallet near the front where you pretend shop. You will pick up a Guess/ Michael Kors etc. shopping bag to hold and start to (pretend) shop. Put jewelry in your tray, try jewelry on, look in the mirror...Just like a customer would do.

The two *golden rules* of pretend shopping:

1. Be in the very front of the store so potential customers outside can see you
2. Have your **back** towards the entrance so it looks like you are not an employee but a customer, which will make the other customers feel at ease when entering our store. This also stops you from looking out, something a customer would never do.
3. When a customer walks in, transition from shopper to salesperson.

Attracting customers so you can sell has a priority above all other chores in the store. You are hired to sell, that is your top priority!

Day one

dealing with customers continued

Back to nature: what eye contact means to a dog

It is understandable and quite obvious, that salespeople eagerly look for customers. But looking for them, or better looking straight at them, can put shoppers off.

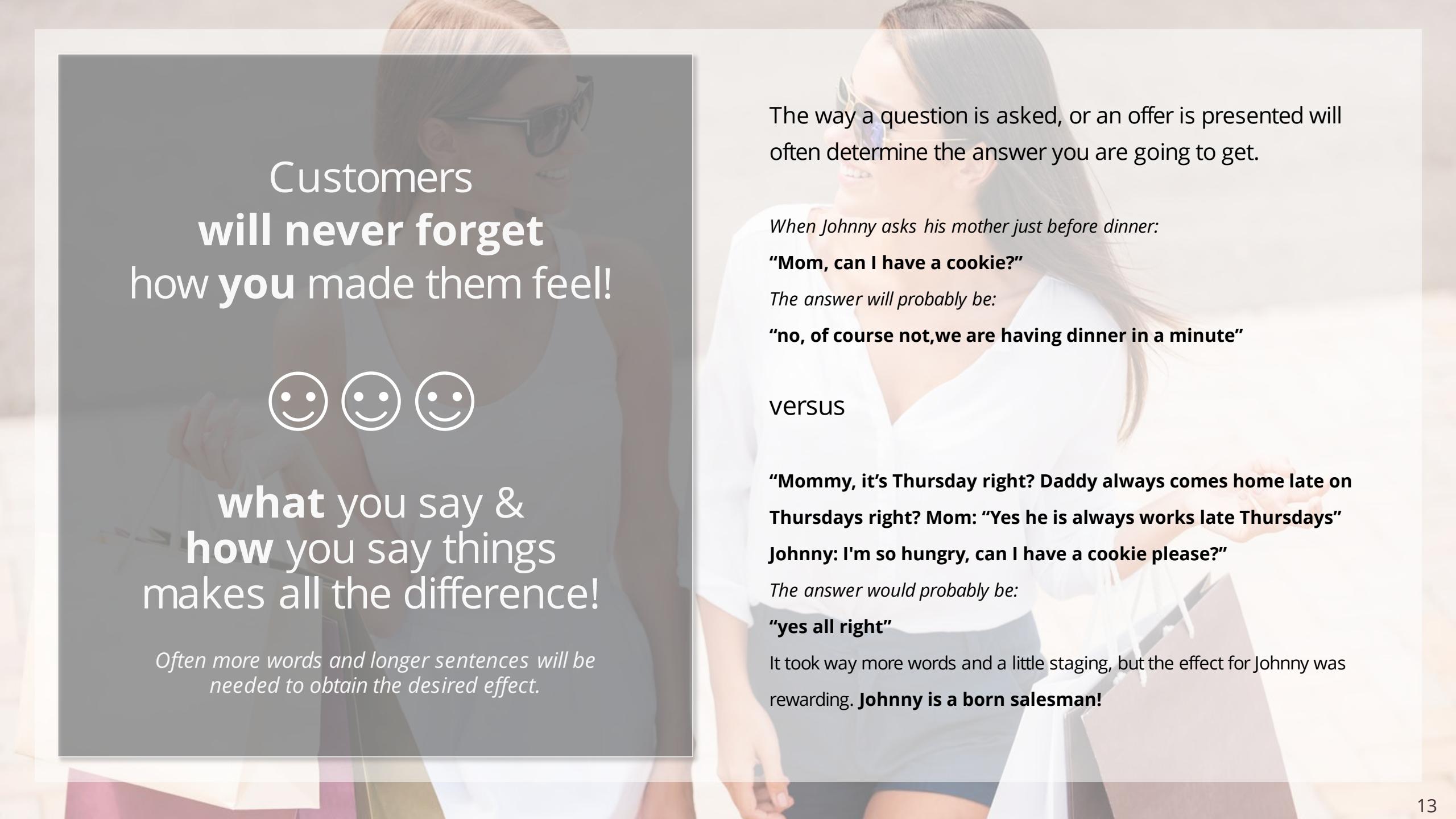
Sub-consciously the eye contact has a meaning!

Even though we think we are a highly evolved species, we are still much closer to nature than we realize.

For instance, dogs communicate with the position of their tails and very much with their eyes. To a dog, a stare from another (unfamiliar) dog, animal or human is perceived as aggressive. A dominant dog may feel challenged by a direct stare and a submissive dog can be intimidated by it. *Eye contact between dogs isn't that much different than it is between people.*

When you think about it, humans are also uncomfortable when someone stares at them.

People who are a little shy or feel quickly intimidated by someone, will direct their eyes away. They are happier if no one notices them. If your greeting is too intense or you start asking them questions, they will act indifferently to avoid you, and many will turn around and walk out of the store as soon as they feel you are looking at them too intensely. The sub conscious reaction is: "don't bother me, I do not want confrontation, I want to look at the jewelry, that's all" !! A great example of this is customers who walk past stations with their hands on their back. By not touching anything they feel you have no reason to approach them.



Customers
will never forget
how **you** made them feel!



what you say &
how you say things
makes all the difference!

*Often more words and longer sentences will be
needed to obtain the desired effect.*

The way a question is asked, or an offer is presented will often determine the answer you are going to get.

When Johnny asks his mother just before dinner:

"Mom, can I have a cookie?"

The answer will probably be:

"no, of course not, we are having dinner in a minute"

versus

**"Mommy, it's Thursday right? Daddy always comes home late on
Thursdays right? Mom: "Yes he is always works late Thursdays"
Johnny: I'm so hungry, can I have a cookie please?"**

The answer would probably be:

"yes all right"

It took way more words and a little staging, but the effect for Johnny was rewarding. **Johnny is a born salesman!**

Day one

dealing with customers

continued

Here are some examples of saying / asking daily things in a different, more effective manner:

"Do you want a tray?"

vs

"Here's your tray, you can put anything in it to mix and match, there is so much to see ☺ ☺ ☺, you don't have to buy what's in your tray, we put it all back for you!"

This is a long sentence, but it will most likely make the customer accept the tray instead of refuse it.

"Hello, welcome to our store"

This same greeting is used in too many stores and makes it non-personal.

vs

"Good afternoon ☺ ☺ ☺!"

with a bright smile as if you just saw a friend you know well walk in, will put a customer in a positive and probably more communicative mood.

"Where are you from?"

Does this remind you of walking past a kiosk?

vs

"I detect a lovely accent, are you visiting from abroad ☺ ☺ ☺ ?"

"Have you been here before?"

vs

"you have visited us before, wright"? "welcome back ☺ ☺ ☺!"

"Can I help you put that on?"

vs

"Let me help you with that ☺, Those clasps need some explanation."

"Sorry, your card is declined!"

With a loud voice...

vs

"Thank you for your patience, the machine sometimes does not process properly. This is already the third time this happens today. Do you have another card we can try maybe ☺ ☺ ☺ ?"

This will make the customer feel better and not embarrassed.

Day one

dealing with customers

continued

"Are you looking for anything special?"

*The answer to this question will most likely be:
"No, just looking"*

vs

**"We just got a lot of new products in,
if you are looking for any special style please let me know ☺ ☺ ☺."**

"Did you find everything all right?"

This cliché is heard into many stores at the register

vs

"Is there a certain style you looked for we should add to our collection?" ☺ ☺ ☺?

"I loooooove that piece you are wearing"

Can easily sound insincere and 'over the top'...

vs

"Wow, that is really beautiful, where did you find that?"

Shows interest and is sincere

More important than **what** you say, is the fact that the visitor is **acknowledged** — not necessarily served — while walking through the store. One study revealed that 68% of customers who leave do so because they feel like no one cares that they're there and there is no one that can point them in the right direction.

Day one

dealing with customers continued

Say what you see

Now that you are so aware of the importance of assessing your customer there is a really easy way of interacting with them. Simply look at them and say what you see. The three magic words are:

"I see that...."*

I see you are wearing a rose gold watch / rose gold sunglasses / necklace etc. Our rose gold section is over there. We also have rose gold over there... etc.

I see you are wearing pearls Etc.

I see you are wearing a tree of life bracelet, we haveEtc

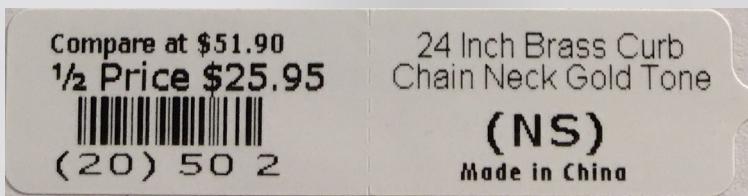
I see that you wear two tone etc.

I see you have a dolphin / elephant/ etc on your T-shirt. We have..... Etc.

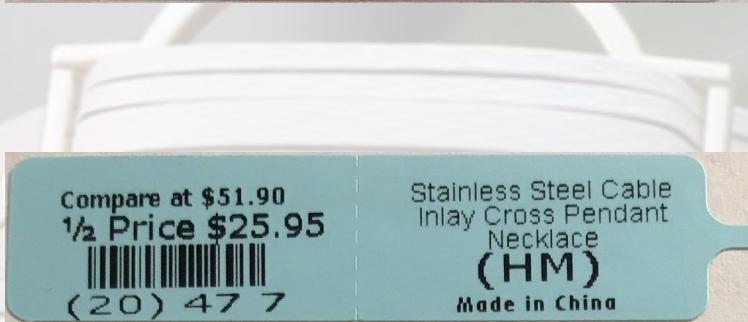
All customers like positive attention and an alert sales person. Try it and you will see how easy this approach is to make customer contact.

Day one merchandise tags

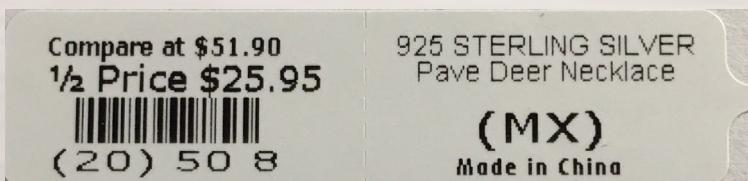
RATTAIL LABELS



Plated
base metals



Stainless Steel



Sterling Silver

SQUARE LABELS



Plated
base metals



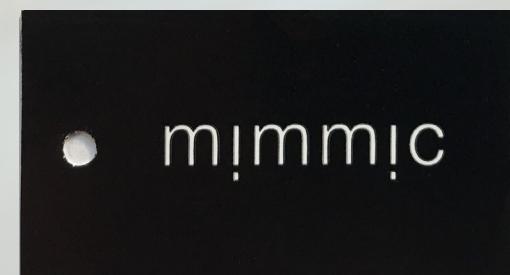
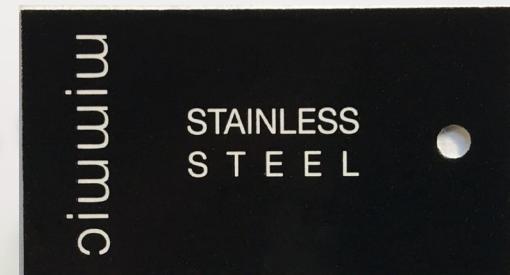
Stainless Steel



Sterling Silver



STAINLESS
S T E E L



Day one

The importance of product knowledge

It is clear to all of us that knowing what you sell is not only essential but also the key to customer interaction and making a successful sale.

When you know what a product is made of you can point its selling points out to a customer. You can explain the do's and don'ts of the product, giving the customers reassurance she is making the right decision. When shopping online we look for reviews and 'stars'. In the store you are the one that makes the customer trust our product. **You can easily do that when you know 'your stuff'.**

It starts by knowing where everything is located in the store. Where certain special items are, like a tree of life, an evil eye or hamsa hands.

When you have product knowledge, you can explain what the benefits of stainless steel are, that you can jump in the ocean or the pool with it without worrying about tarnishing. Or how the plating will hold up under different circumstances.

Or why you never have to polish our sterling silver and that you can explain why it says '925 sterling silver'

Or whether or not we sell Swarovski CZ's and why they are more shiny than ordinary CZ's

The next pages will seem a little technical, but they are the key to answering all these questions and are essential to study intensely.

Day two

materials – BASE METALS

What is a Base metal?

Base metal is a catch-all term in the jewelry industry for metals used in costume jewelry. Base metals are often **plated** with a thin layer of gold, rose-gold or rhodium to enhance the look and create a protective layer against allergies. Base metals like **sterling silver**, **stainless steel**, and **brass** will provide the most durability for longer-lasting plated jewelry.

The 4 base metals of the jewelry we sell are:

1. **Stainless steel**
2. **Sterling silver**
3. **Brass**
4. **White metal** is a tin-based alloy used for low entry level jewelry components. It's called 'White metal' because of the natural "silvery" color.

Occasionally we will have men's rings made of Titanium.

-**Titanium** is a very strong metal that's extremely resistant to corrosion.



Day two

materials – STAINLESS STEEL

What is stainless steel (SS):

A steel mixture (alloy) containing chromium. The chromium is added to make the steel resistant to rust and tarnishing. The quality (grade) of stainless steel is often indicated by "304" or "316". The higher the grade the better. Practically all of our SS is "316"

Benefits of stainless steel over other materials:

Stainless steel is a very hard and highly durable metal that withstands the wear and tear of everyday activities much better than many other materials. It resists scratches and will not fade or chip over time under the influence of everyday activities. The higher grades are in general hypoallergenic, making it a wonder metal of choice for body jewelry. However, it contains 8 to 10.5% nickel, **making it unsuitable for people with nickel allergies.**

Highly polished the piece will have a natural shiny silvery appearance, but as indicated before it can also be plated with gold or rose-gold. Stainless steel can also easily be 'powder-coated' to give it any desired color. Powder coating is the process in which a powdered paint chemically reacts and bonds to the metal and is baked in an oven, very much like enamel on a clay vase.



Day two

materials – STERLING SILVER

What is sterling silver?

Sterling silver is a mixture of silver and copper to make it harder. It contains 92.5% by weight of silver and 7.5% by weight of copper. Pure 100% silver is very soft and unsuitable to make jewelry of. The sterling silver standard has a minimum millesimal fineness (meaning purity of the silver) of '925', brief for 92.5% by weight of silver.

Due to the sterling silver's copper-content it has a strong tendency to tarnish. To prevent this, our sterling silver is plated with either rhodium, gold or rose-gold.

When taken care of correctly, sterling silver jewelry can last you a lifetime.



Day two materials – BRASS

Brass is an alloy (mix) of copper, zinc. It is as flexible as gold and silver but not as expensive! It can be easily worked and shaped into nearly any design making it very suitable for making jewelry. Brass will corrode (tarnish) in the presence of moisture and develop a patina or greenish layer over time. This is due to the copper content in the alloy. To prevent this corrosion, our brass jewelry always gets plated. For the yellow gold look with 18kt gold, the reddish look with rose gold and the silver-look with rhodium.. The plating keeps the brass from making direct contact with the skin.

Most of our higher quality two-tone collection is made of brass as a base-metal. You can often tell by weighing the piece in your hand. It will feel relatively heavy.



Day two

materials – WHITE METAL

White metal is a tin-based alloy used for low entry level jewelry components. As the name suggests, white metal is an alloy (mix) of mainly naturally white metals, resulting in a “silvery” color. To make jewelry out of mixed low-cost metals certain safety requirements are required. Besides from tin the alloy may contain copper, zinc, lead and nickel. Unfortunately lead and nickel can cause allergy signs such as rash or bumps on the skin and itching. Especially lead is toxic, causing all sorts of health effects.

Day two

materials – NICKEL AND LEAD COMPLIANT

What is nickel and lead compliant?

First of all, it is important to know why lead and nickel are often found in low quality jewelry and what effect it can have. Adding nickel to the base material increases its strength, while also improving resistance to oxidation (tarnishing). Lead is often added to alloys to increase their machinability. Overall, it all means to be able to produce in a very low-cost way.

In order to protect consumers, some states require jewelry products to be lead/nickel compliant. That means the products still have some lead/nickel in it, but lower than the allowed threshold.

All jewelry that Mimmic sells meets or exceeds these standards.

So, it all has to do with allergies?

Yes, when customers are sensitive to certain metals, it's an issue with their immune system. Metal allergies usually manifest themselves as inflation or other uncomfortable reactions to metal items that come in contact with your body. To avoid these allergies choosing stainless steel (at least grade 316) is a good choice if you want jewelry that won't trigger a reaction. There is a small amount of nickel in stainless steel. Customers that cannot even tolerate stainless steel have a clear nickel allergy. Advise them to wear platinum. It never triggers allergies but is very costly.

Day two

materials – PLATING

We sell gold plated, rose-gold plated and rhodium plated jewelry.



Generally, **plating** is the process through which a piece of jewelry made from a certain metal is covered with a layer of another metal.

Plated jewelry is created through a process where a layer of gold, rose-gold or rhodium is either electrically or chemically bonded to a base metal. The quality of the base metal will determine the durability of the plating.

The plating itself will never tarnish, but when rubbed against other jewelry the thin layer may rub off, exposing the color of the base metal underneath.

A good example of **combined** plating is our **two-tone collection**. Of the higher quality pieces, the base metal is brass. (*You can quickly tell by the weight*) The silvery look of the combination is obtained by rhodium plating, the gold color by (*real*) gold plating.

It is important to know that any plating is a surface treatment and **will** wear off in time revealing the underlying base color. The life span of a plated finish depends on how the piece is worn. On a ring worn daily, the plating can wear off quickly.

Never use a gold or silver cleaner on plated jewelry, it is often aggressive and will take off the thin plating rapidly.

Day two

materials – RHODIUM (only used for plating)

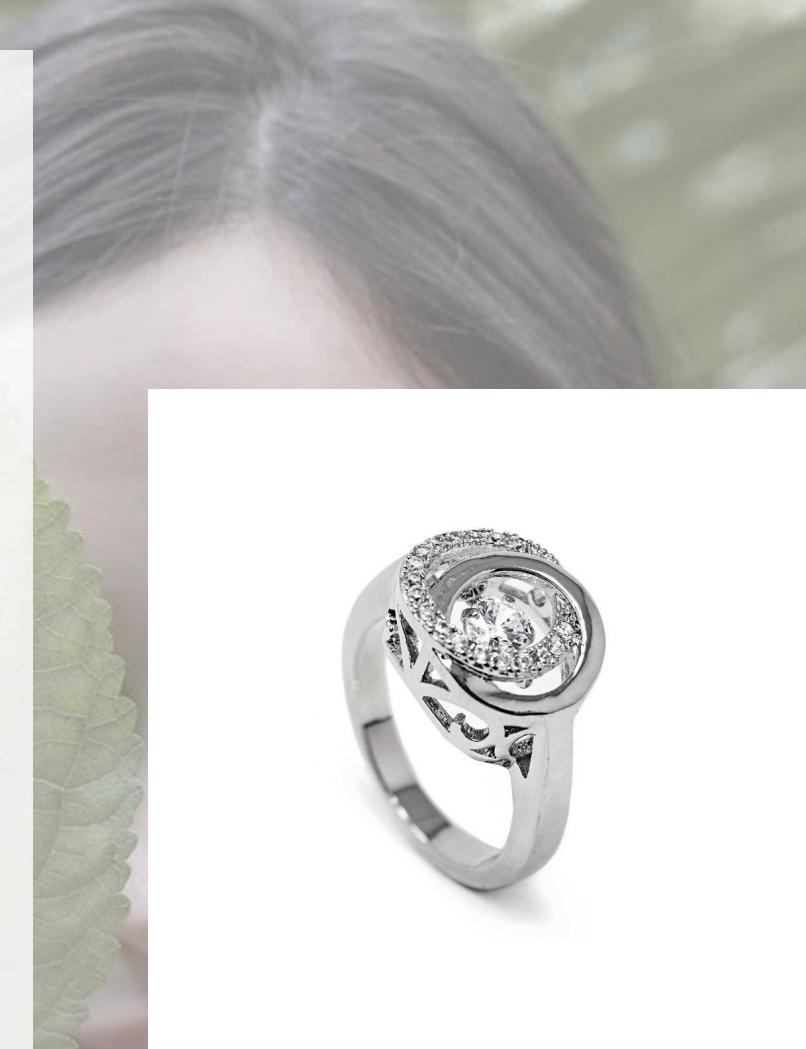
What is rhodium?

Rhodium is a very hard and precious metal that is in the family of platinum. It can be applied on sterling silver-base, brass-base and in some occasions on more simple white metal products.

There are many upsides to rhodium plated jewelry.

First, its rich silvery appearance increases shine, luster and durability. Additionally, it will make the jewelry more resistant to scratches and if its base metal is sterling silver, it will make the piece less prone to tarnishing.

Another popular benefit of rhodium plating is the fact that it makes your jewelry hypoallergenic (*as long as the plating is intact*).



Day two

materials – GOLD and ROSE GOLD (used for plating)

Gold

Gold is the only truly yellow metal on Earth.

Nearly all the gold on Earth came from meteorites that bombarded the planet over 200 million years after it formed.

Pure gold is 24 karat, while 18 karat gold is 75 percent pure gold. The remaining portion is silver.

Although gold is a heavy, dense metal, it is generally considered non-toxic. Gold metal flakes may be even eaten in foods or drinks!

Rose gold

Rose gold is made by combining specific amounts of silver, copper, and gold into one combined substance.

Rose gold is often more affordable than other metals because copper—the alloy used to make rose gold—costs less. However, copper has a tendency to tarnish...

It's very durable due to the strength of copper—making rose gold tougher than yellow or white gold.



Day two

materials - LEATHER

Real leather is a durable and flexible material created by tanning animal rawhide and skins. Leather is used to make a variety of articles, including footwear, clothing, bags and fashion accessories.

It does need a little TLC, you just must keep leather in a cool dry place, away from direct sunlight or hot environment to preserve its quality and preferably don't wear it under the shower or into the pool.

Faux leather is really not leather at all! It begins with a fabric base such as polyester. The fabric is then given an imitation leather finish and texture with wax, dye, pvc or polyurethane.

Faux leather is obviously designed to look like real leather. Faux leather also feels cold and unnatural even compared to real leather. When you press your finger into the surface of faux leather, rather than stretching or wrinkling like real leather, the synthetic material simply depresses under your finger while still retaining its shape. Because of the chemicals used in its production, faux leather can also smell like plastic.



Day two

materials - Lava rock beads

Lava Rock beads are, as their name suggests, a type of igneous rock.

Lava Rock beads are literally made from cooled down molten rock (Basalt, an igneous rock). In order for rock to melt, it has to reach temperatures as high as 1,000 degrees Celsius beneath a volcano.

Lava Rock beads are **lightweight**, so they are very comfortable to wear.

The beads are porous, so they are capable of absorbing **essential oils** very well. Just drop a drop or two of oil on one or more of the beads. Wait a few minutes for the oils to be absorbed before putting the bracelet or necklace on.

Once you put on the bracelet or necklace, you can diffuse the essential oils for many days to come.



Day two

materials – Cubic Zirconia/Crystal

We usually see two kinds of 'bling stones' used on a fashion jewelry piece.

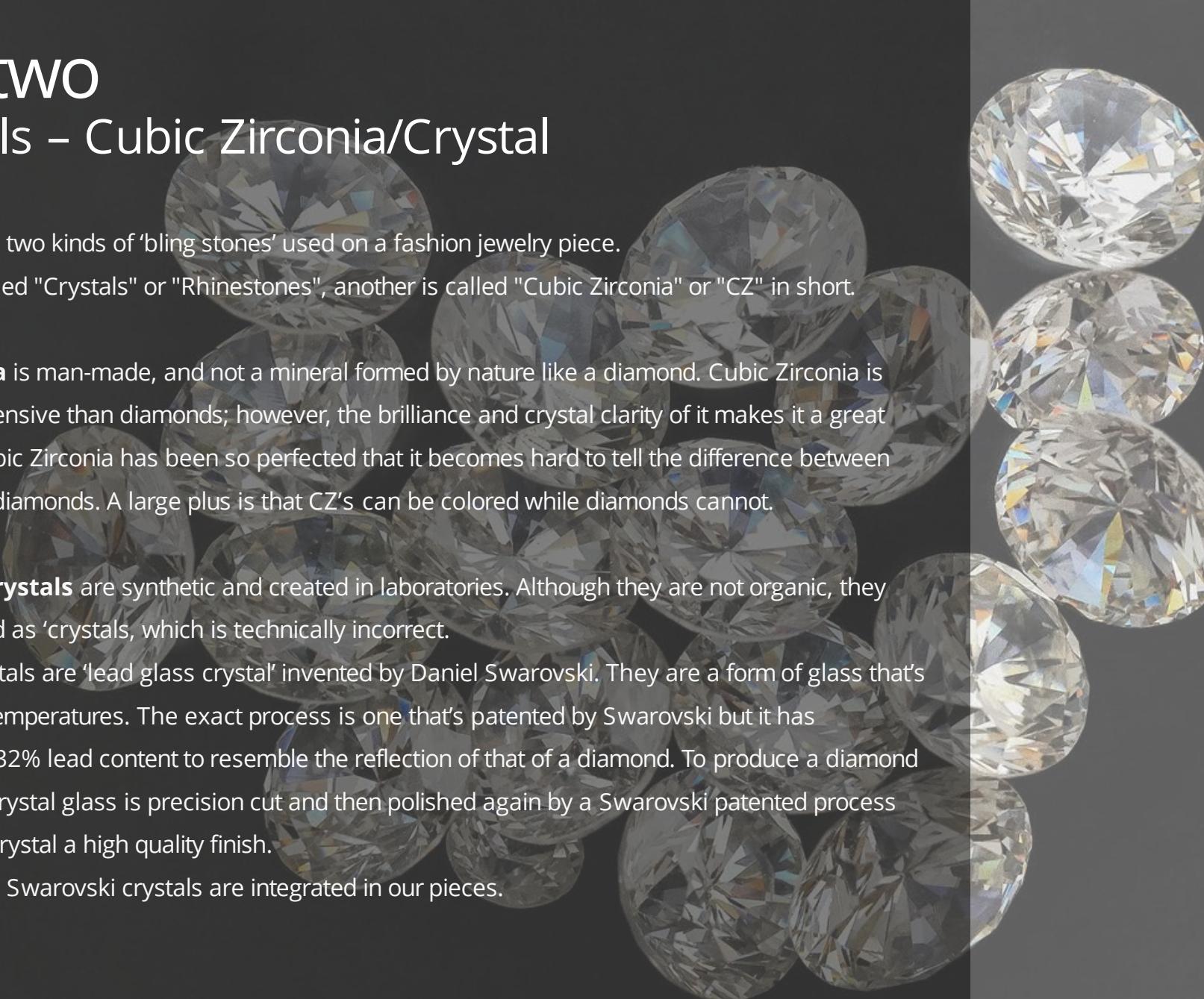
One kind is called "Crystals" or "Rhinestones", another is called "Cubic Zirconia" or "CZ" in short.

Cubic Zirconia is man-made, and not a mineral formed by nature like a diamond. Cubic Zirconia is much less expensive than diamonds; however, the brilliance and crystal clarity of it makes it a great alternative. Cubic Zirconia has been so perfected that it becomes hard to tell the difference between them and real diamonds. A large plus is that CZ's can be colored while diamonds cannot.

Rhinestone crystals are synthetic and created in laboratories. Although they are not organic, they are still referred as 'crystals, which is technically incorrect.

Swarovski crystals are 'lead glass crystal' invented by Daniel Swarovski. They are a form of glass that's made at high temperatures. The exact process is one that's patented by Swarovski but it has approximately 32% lead content to resemble the reflection of that of a diamond. To produce a diamond like effect the crystal glass is precision cut and then polished again by a Swarovski patented process that gives the crystal a high quality finish.

In some cases, Swarovski crystals are integrated in our pieces.



Day two

materials – Pave

Pave (pronounced “pa-vey”) is a setting that consists of a lot of very small cubic zirconia attached to the jewelry by droplets of metal, creating a field of sparkle. In addition, the bead-like metal droplets that hold the stones together also add to the visual effect. As a result, the surface of the piece with such a setting looks like it has been paved with diamonds or other stones. Since the individual stones in these settings are small and less visible, their cuts are simpler, and the gems are therefore cheaper. The word “pavé” comes from French and means “paved” (also “pavement”), but in the U.S., it is also spelled as “pave”. Jewelry with pave settings is a good choice if you want a piece that provides a lot of sparkle but also has an affordable price tag.



Day two

materials – NICKEL/LEAD COMPLIANCE

What is nickel and lead compliance?

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However, nickel can cause allergy signs such as rash or bumps on the skin and itching while lead can be toxic to humans, causing all sorts of health effects.

In order to protect consumers, some states require jewelry products to be lead/nickel compliant, that means that the products have some lead/nickel in it, but lower than the threshold.

All jewelry that Mimmic sells meets or exceeds these standards.

So it has all to do with allergies

Yes, when customers are sensitive to certain metals, it's actually an issue with their immune system. Metal allergies usually manifest themselves as inflammation or other uncomfortable reactions to metal items that come into contact with your body. To avoid these allergies choosing stainless steel is a good choice if you want jewelry that won't trigger a reaction.

If even stainless-steel triggers allergies use platinum. It never triggers allergic reactions in the wearer but is very costly.

Day two

The meaning of... birthstones (NO NEED TO MEMORIZE)

Traditionally, a birthstone is associated with each month of the year. For example, the birthstone for January is a garnet, while babies born in April get a diamond as their birthstone.

The origin of birthstones is believed to date back to the breastplate of Aaron which contained twelve gemstones representing the twelve tribes of Israel.

The idea of birthstones has a place in many traditions, customs, and belief systems.

- January - garnet
- February - amethyst
- March - aquamarine
- April - diamond
- May - emerald
- June* - pearl, alexandrite, moonstone or Light Amethyst
- July - ruby
- August - peridot
- September - sapphire
- October* - tourmaline, opal or rose zircon
- November - topaz or citrine
- December* - tanzanite, blue zircon or turquoise

* The main reason why some months have multiple birthstones is because various ancient stones have become too rare, so it is less likely for them to be available on the market and to satisfy consumer needs.



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Day two

The meaning of... zodiac signs (NO NEED TO MEMORIZE)

There are 12 astrological signs, also known as signs of the zodiac.

The term zodiac derives from Latin *zōdiacus* - meaning "circle of animals".

Aries: March 21 - April 20

Taurus: April 21 - May 21

Gemini: May 22 - June 21

Cancer: June 22 - July 22

Leo: July 23 - August 23

Virgo: August 24 - September 22

Libra: September 23 - October 23

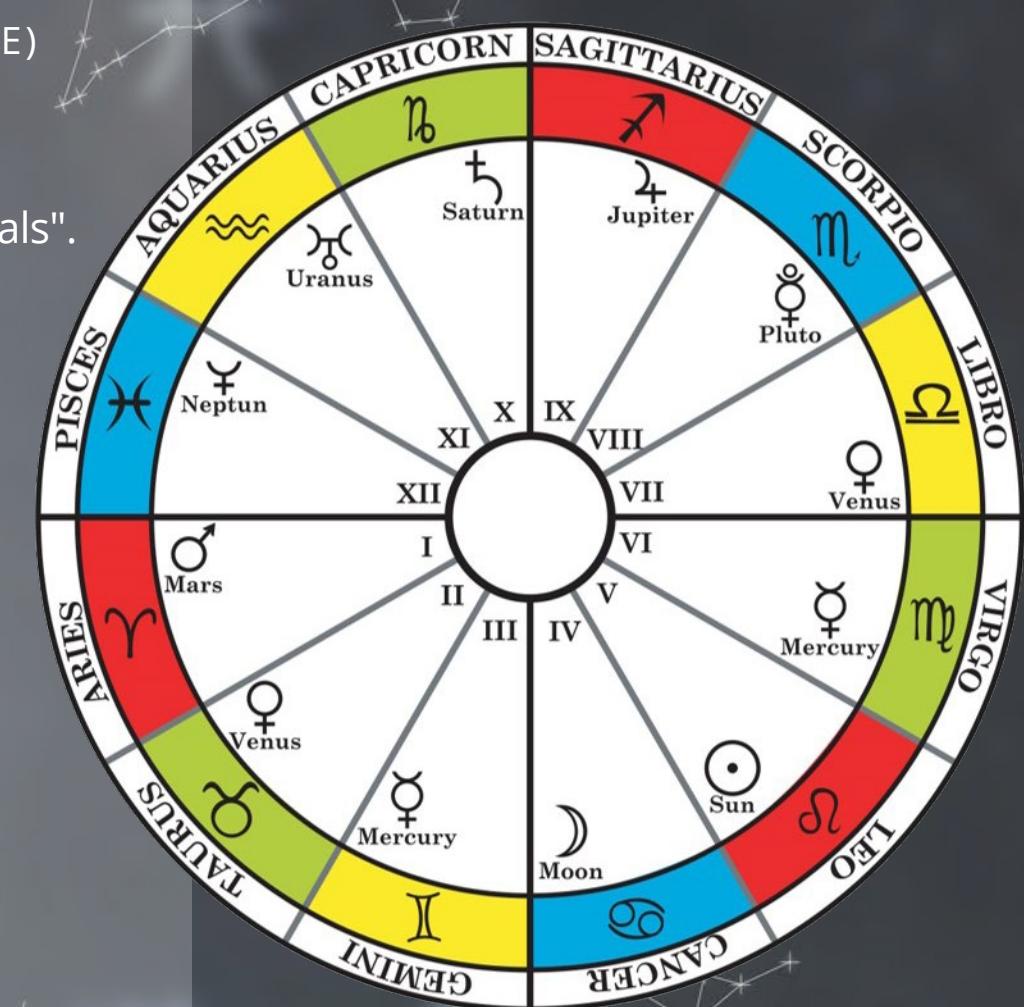
Scorpio: October 24 - November 22

Sagittarius: November 23 - December 21

Capricorn: December 22 - January 20

Aquarius: January 21 - February 18

Pisces: February 19 - March 20



Day two

The meaning of... Color beads

A bead is a small, decorative object that is formed in a variety of shapes and sizes of a material such as stone, bone, shell, glass, plastic, wood or pearl and with a small hole for threading or stringing.

Color beads may not represent meaning to all, some customers may be looking for just style and colors they are interested in and some cultures have and do wear beads according to what they believe. The list below will break down what the color beads represent; it will enhance your conversation and show the customer that you are knowledgeable of the product.

Brown – *Earth and stability*

Gold – *Good Health, power and wealth*

Green – *Abundance, fertility, nature and prosperity*

Red – *Confidence and vitality*

Turquoise – *Communication and Self-awareness*

White – *Light, truth and purity*

Yellow – *Energy, joy and happiness*

Black – *Power and protection*

Blue – *Loyalty and Truth*

Orange – *Courage, self-confidence and vitality*

Pink – *Care, beauty, love and kindness*

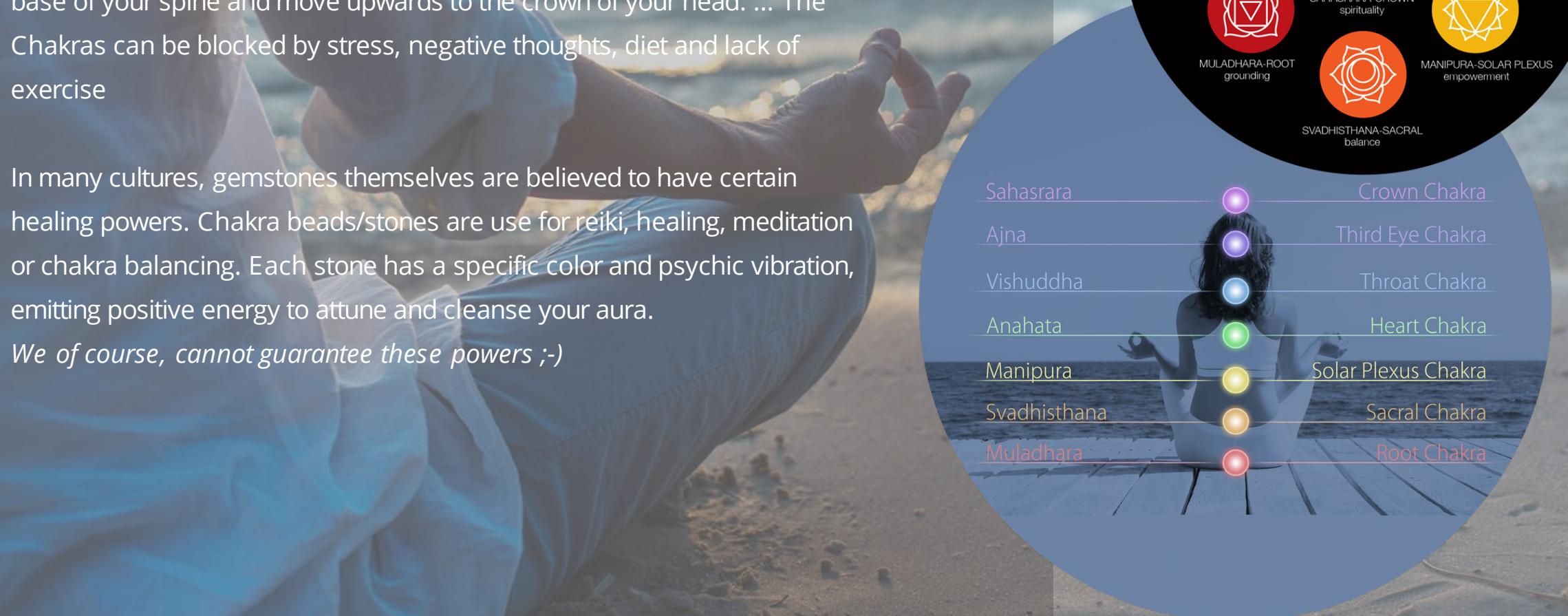
Day two

The meaning of... Chakra beads

According to Yogic tradition, there are seven wheels inside the body which keep turning to maintain the flow of energy in the body beginning from the base of your spine and move upwards to the crown of your head. ... The Chakras can be blocked by stress, negative thoughts, diet and lack of exercise

In many cultures, gemstones themselves are believed to have certain healing powers. Chakra beads/stones are used for reiki, healing, meditation or chakra balancing. Each stone has a specific color and psychic vibration, emitting positive energy to attune and cleanse your aura.

We of course, cannot guarantee these powers ;-)



Day two

The meaning of...

Tree of Life - The tree of life is a symbol of a fresh start in life, positive energy, good health, a bright future and a symbol of immortality.

Footprint - This popular text is based in Christian beliefs and describes an experience in which a person is walking on a beach with God. They leave two sets of **footprints in the sand**. The tracks represent stages of the speaker's life.

Mustard seed of faith - The mustard seed represents the faith to do anything. With faith, even the size of a mustard seed, mountains can be moved. Though the seed is a symbol of faith in Christianity, it is also known to signify good luck in the secular community.

Cross - the principal symbol of the Christian religion, recalling the Crucifixion of Jesus Christ.

Anchor - In ancient times, the anchor was viewed as a symbol that represented safety; because of this, Christians adopted the anchor as a symbol of hope. When Christians were under Roman persecution, the anchor was a way to exhibit their religion under the watchful eye of the Romans, for other practicing Christians to see, by tattooing the symbol or wearing anchor jewelry.

Star of David - The Star of David, known in Hebrew as the Shield of David or Magen David, is a generally recognized symbol of modern Jewish identity and Judaism. Its shape is that of a hexagram, the compound of two equilateral triangles. It appears on synagogues, Jewish tombstones, and the flag of the State of Israel.

Day two

The meaning of...

continued

Infinity - The infinity sign, a figure eight on its side, symbolizes eternity, empowerment, and everlasting love.

Pink Ribbon - The pink ribbon is an international symbol of breast cancer awareness. Pink ribbons, and the color pink in general, express moral support for women with breast cancer.

Palm tree - The palm tree is a symbol of victory, triumph, peace, and eternal life

Pineapple - While it once represented unreachable wealth, the fruit now represents warm welcomes, celebration and hospitality, especially in the South.

Elephant - Elephants have a positive symbolic meaning all over the world and are considered a symbol of good luck, power, success wisdom and experience. Because elephants are highly social animals, they are also considered to be a symbol of loyalty, companionship and unity.

Owl - Traditionally, the owl is a symbol of wisdom, truth, patience, foresight and knowledge.

Day two

testing...

What is our 'official' greeting to acknowledge customers that come into the store?

- "How are you today"?
- "Welcome to Mimmic"!
- "Good morning! / Good afternoon! / Good evening"

Mimmic is a popup store. How do customers know where to find us after a store closes?

- By calling the Mall Management Office
- Google search
- Visit mimmic.com

Does Rhodium plating prevent allergic reactions?

- No, only Stainless Steel and Platinum do
- Yes because it contains Nickel and Lead
- Yes, because it stops the base metal from giving off toxins

What is the very first thing you do when a customer walks into the store?

- Walk over and show them our price point
- Assess the customer
- Greet them in the appropriate manner

What does a blue tag on a product mean?

- the piece is Rhodium plated
- the base metal is sterling silver
- the piece is made of stainless steel

Why do we always carry two trays?

- so we have one tray left when we handed one out
- both answers are correct
- to carry some products in the top tray for explaining price points

Day two

testing... continued

Why do we zoom in and out?

- to better focus on the customer
- to better oversee what is happening in the store
- to respect the customers comfort zone

What is a rat-tail label?

- a label that easily tears off delicate jewelry pieces
- a label used for rodents
- a label used on delicate pieces.

What behavior is characteristic for a shoplifter?

- counting the 36 camera's
- attracting your attention
- repeatedly glancing at you

What is body language?

- Both answers are correct
- a type of a nonverbal communication in which physical behaviors, as opposed to words, are used to express or convey the information.
- usually unconscious, communication through the use of postures, gestures, facial expressions, and the like.

What is the most important element of product knowledge?

- it is a tool to interact with customers
- It shows customers you care
- it proofs to customers you are alert

What is the most important thing to do when it is quite in the store?

- replenish the trays
- pretend shop
- attend customer(s)

Day two

testing... continued

What is a base metal?

- A hard metal used for durability
-
- A metal that in the basis is soft

What is the purpose of pretend shopping?

- to make clear we are ready for customers
- to pretend you are busy
- to attract customers who do not like walking into an empty store

What would the best body language be when greeting a customer that just came in?

- Stand upright, smile, shoulders straight, say friendly 'good afternoon',
- Radiate a pleasant surprise, and with wide open eyes and big smile welcome the visitor as a personal friend
- With a big smile say, 'How are you today?'

What is an alloy?

- a precious metal plating to prevent scratches
- a precious stone
- a mix of materials

What is the type of label used on an open bangle bracelet and why?

- Rat-tail label, to prevent it from slipping off
- Square label on tag with plastic loop
- Square label, folded over on the bracelet

What is the meaning of Chakra

- it has to do with keeping energy flowing
- it has to do with the balance between fertility and nature
- An ancient form of karaoke to relax the mind

Day two

testing... continued

What does the Tree of Life symbolize?

- A spiritual Japanese Bonsai lifestyle
-
-

What does '925' in Sterling Silver indicate?

- It was discovered in 925 BC
- it weighs 925 grams per kilo
-

How many items are you allowed to wear, except for?

- 3 items, no anklets
- 4 items no rings
- 4 items, no leather bracelet

How do we get customers to carry a tray?

- We ask them if they want one
- We convince them of the practicality
- We offer it once

Can Rose-Gold be 24 Karat?

- Yes when it is 100% gold
- No, Rose-Gold is an alloy
- No, it would make Rose Gold too soft

Why do you need to be 15 minutes early for your shift?

- to show you care about your co-worker's agenda
- to run a last-minute errand
- to clock in early

Day two

testing... continued

Do we sell sterling-silver plated jewelry?

- yes, we do, but only 925
- no our sterling-silver jewelry is pure base-metal, plated with Rhodium
- no our silvery look is highly polished stainless steel

Can Cubic Zirconias (CZ) have colors

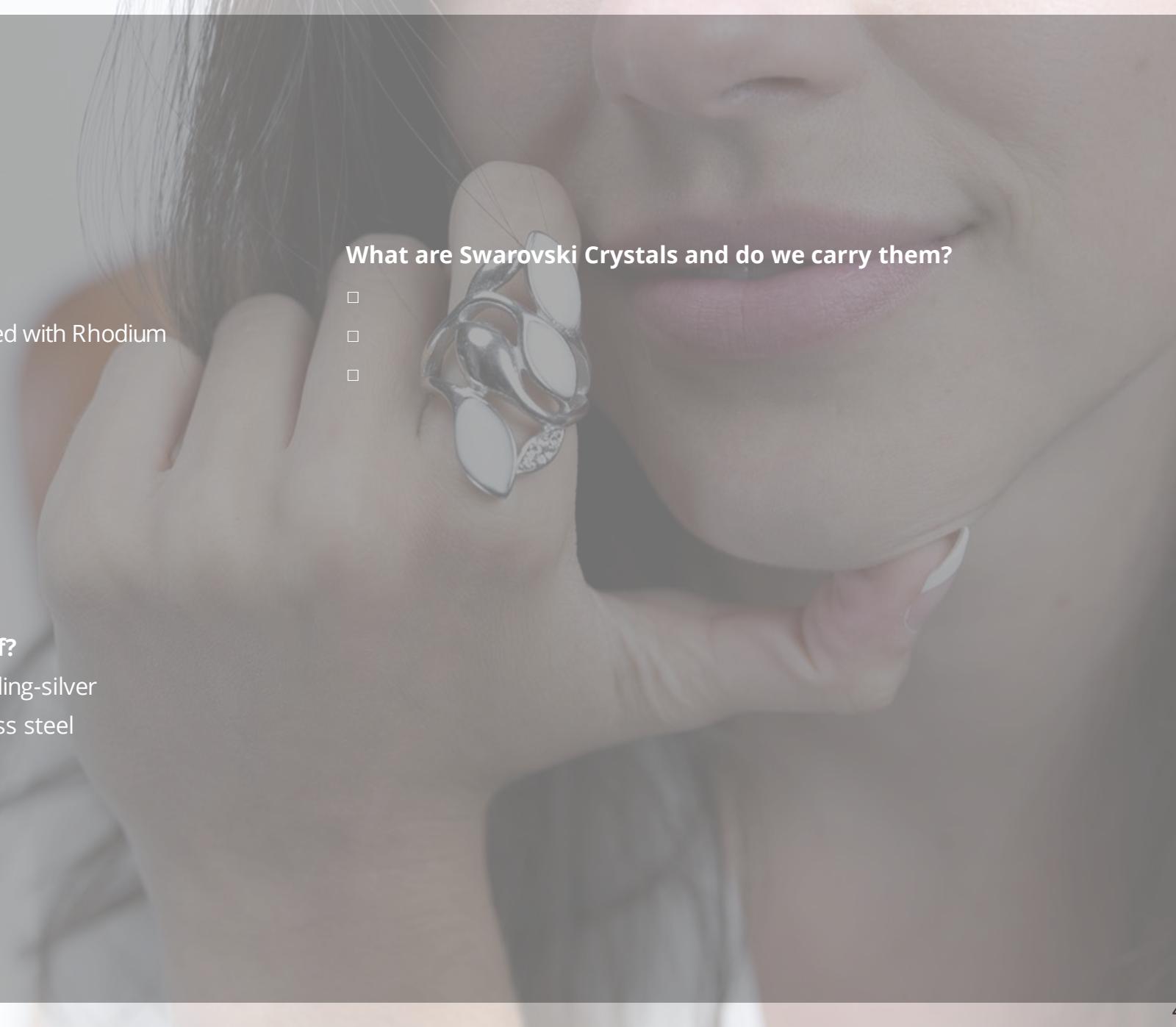
- No, the are crystals and cannot be colored
- Yes, they can
- No, they are like diamonds

Which are the base metals our jewelry is made of?

- Rose -Gold, Brass, White-metal, Stainless steel, sterling-silver
- White metal, Brass, Sterling-Silver, Platinum, Stainless steel
- Sterling-Silver, Stainless Steel, Brass, White-Metal

What are Swarovski Crystals and do we carry them?

-
-
-





END of DAY TWO

