

C O N T E M P O R A R Y ' S

# Make Your Mark in Retail Jobs

JOB-SPECIFIC ENGLISH

A *Put English To Work* BOOK



ROSEMARY GREBEL  
AND  
PHYLLIS POGRUND

C O N T E M P O R A R Y ' S

# Make Your Mark in Retail Jobs

ROSEMARY GREBEL

PHYLLIS POGRUND



CONTEMPORARY  
BOOKS

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Dear Student,

Welcome to *Make Your Mark in Retail Jobs*. This book can help you learn on-the-job English, as well as strategies for advancement, in many retail settings.

The retail industry always needs workers with the right skills. *Make Your Mark in Retail Jobs* teaches the vocabulary and information needed to perform various retail jobs, from stock clerk to catalog sales associate. With this book, you can practice actual conversations to use on the job. Learn how to talk to customers, co-workers, and managers. Discover how to work cooperatively for success as a team member. Find out what it takes to become a manager.

The skills in this book provide helpful information that apply to many areas of the retail industry and to stores both large and small. Much of the book is set at Davis and Landau, an imaginary department store. At Davis and Landau, you can see how a large retail business operates and promotes good workers.

If you are interested in a retail career, this book will help you get started. We hope you enjoy the lessons, and we wish you much success.

Rosemary Grebel  
Phyllis Pogrund

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# Unit 1

## NO WAITING ON REGISTER THREE!



Who are the people in the picture above? What are the two workers doing?  
What words below might describe what they are doing?

### Words to Know

aisle	miss	total	low
bar code	nail polish	voice	next
candy	price	(to) buy	rainy
cash register	product	(to) charge	though
change	purchase	(to) check	unadvertised
cosmetic	scanner	(to) clean	
counter	second	(to) include	quickly
customer	shopper	(to) input	
glass	sir	(to) keep (someone) waiting	excuse me
go-back	special	(to) put (something) back	great!
item	store	(to) sign	in a hurry
line	tax		kind of
ma'am	toothbrush		no problem

# Listen and Speak

**Step 1:** Listen as your teacher reads the conversations between Laura and her customers.

- Laura:** There's no waiting on register three.
- Customer 1:** OK, great. Here are my items.
- Laura:** How are you on this rainy night, ma'am?
- Customer 1:** Just fine, thanks, but I'm kind of in a hurry.
- Laura:** OK. I'll check you through quickly. Uh-oh, my scanner isn't reading the bar code. I have to input the numbers on the cash register. I'll try to be fast.
- Customer 2:** *[in line]* No, Kevin, no candy today. Put it back.
- Kevin:** Aw, Mom, please!
- Laura:** *[to Customer 1]* I'm sorry to keep you waiting. That's \$6.47 including tax. *[takes ten dollars from customer]* Out of ten. *[counts change and gives it to customer]* That's \$6.47, 48, 49, 50, 7, 8, 9, and 10 dollars. Thank you for shopping at SavMorCo. Have a nice evening.
- Customer 3:** Excuse me. Where are the toothbrushes?
- Laura:** They're in aisle 16B, sir, in the back of the store. *[to customer in line]* Next?
- Customer 2:** We're next, Kevin. Put your candy on the counter, so I can pay for it.
- Laura:** Just one second, please. I have to clean the glass on the scanner.
- Voice:** Attention, shoppers. There's an unadvertised special on all our cosmetic products in aisles 6 and 7. Always low, low prices at SavMorCo!
- Customer 2:** I'm going to check the cosmetics. Let's go, Kevin.
- Laura:** OK. I'll see you later. May I help the next person in line, please?
- Customer 4:** Here are my purchases. I don't want to buy this nail polish, though.
- Laura:** OK, that's no problem. I'll put it with the go-backs. *[rings up purchases]* Your total is \$18.92.
- Customer 4:** I want to charge it. Do you take the Topcard?
- Laura:** Yes, we do. *[takes customer's card]* Thank you. *[hands credit slip to customer]* OK, please sign on this line.
- Customer 4:** OK. Thanks.
- Laura:** Thank you for shopping at SavMorCo. Please come again. Good night.



**Step 2:** Read the conversations with a partner.

**Step 3:** Discuss these questions with your partner.

- What did Laura do when the scanner did not read the bar code? Why?
- Do you think Laura is a good worker? Why?



# Practice

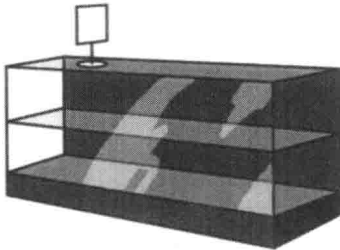
**Step 1:** Read the sentences. Match each sentence on the left with the correct sentence that follows it on the right. The first one is done for you.

- |   |                                   |
|---|-----------------------------------|
| 1. My scanner isn't reading the bar code. | a. Put it back.                   |
| 2. I don't want this nail polish.         | b. I'll input the numbers.        |
| 3. No candy today.                        | c. In aisle 16B.                  |
| 4. Where are the toothbrushes?            | d. I'll put it with the go-backs. |

**Step 2:** Place the correct word from the box under each picture below.

bar code	scanner
cash register	shoppers
counter	store

1.



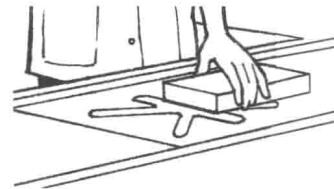
4.



2.



5.



3.



6.





# Build Your Vocabulary

SavMorCo! The Place You Love To Shop!



## Words to Know

activity	(to) appeal	nonselling
ad	(to) belong	seasonal
appeal	(to) handle	terrific
cart	(to) hurry	give a hand
chain	(to) pick up	good for you!
coupon	(to) remember	in other words
display	(to) run	out of place
manager	(in an ad)	thanks to you
meeting	(to) set up	to-do list
news	(to) shop	
number one		
ourselves		
service	attractive	
team	neat	

**Step 1:** Read what the manager says at the meeting.

"Good morning. First, I've got great news! Thanks to you, our store is number one in the chain! Let's give ourselves a hand. We have got a terrific team here! Good for all of you! You're doing great.

Here on the wall is our new ad with specials for the week. Please notice the coupons we're running. New seasonal products are coming in, too. Here are some of them on this cart. You'll have time to look at all of these products, so you can answer customer questions.

Check your to-do lists. Some of you will help me set up the seasonal display for the front of the store. We want it to look great. As we always say here, 'Eye appeal is buy appeal.' In other words, if it appeals to the eye, the customer will buy it. Some of you will handle go-backs. Pick them up at the registers often and put them back where they belong. Everyone, please pick up products that are out of place and put them back. We want our store to look neat and attractive! But if you're doing nonselling activities and hear your name, hurry to open your register. We have to help customers as much as we can.

Remember, this is the place customers love to shop. Our good service is why they come here! Do you have any questions? No? Well, have a great day!"

**Step 2:** Work with a partner. Discuss these questions.

- The manager says, "Eye appeal is buy appeal." What do you think this means?
- Why do you think SavMorCo workers work together as a team?

# Practice

**Step 1:** Place a check mark next to the statements that are true.

- \_\_\_\_\_ 1. The manager is happy with the workers at the store.
- \_\_\_\_\_ 2. This SavMorCo store is the only one there is.
- \_\_\_\_\_ 3. It is important to work together as a team at the store.
- \_\_\_\_\_ 4. There is a new ad with new specials every day.
- \_\_\_\_\_ 5. Workers must learn what the seasonal products are.
- \_\_\_\_\_ 6. A to-do list is a list of jobs the manager must do.
- \_\_\_\_\_ 7. Customers set up displays in the front of the store.
- \_\_\_\_\_ 8. Go-backs are products that customers do not want to buy.
- \_\_\_\_\_ 9. Customers go to the store because it has good customer service.

**Step 2:** Fill in the blanks with words from the story.

Here on the wall is our new \_\_\_\_\_ with specials for the week. Please notice the \_\_\_\_\_ we're running. New \_\_\_\_\_ products are coming in, too. Here are some of them on this cart. You'll have time to look at all of these products, so you can answer customer \_\_\_\_\_.

Check your \_\_\_\_\_ lists. Some of you will help me set up the seasonal \_\_\_\_\_ for the front of the store. We want it to look \_\_\_\_\_.

As we always say here, "\_\_\_\_\_ appeal is \_\_\_\_\_ appeal."

In other words, if it \_\_\_\_\_ to the eye, the customer will buy it.

Some of you will handle \_\_\_\_\_. Pick them up at the \_\_\_\_\_ often and put them back where they \_\_\_\_\_. Everyone, please \_\_\_\_\_ products that are out of place and \_\_\_\_\_ them back.

We want our \_\_\_\_\_ to look neat and attractive! But if you're doing nonselling activities and hear your \_\_\_\_\_, hurry to \_\_\_\_\_ your register. We have to \_\_\_\_\_ customers as much as we can.

# Listen and Speak

## Words to Know

button	roll of film	(to) sound	between
buy	warranty	(to) shoot	
camera	zoom lens	(to) take (pictures)	Do you see what I mean?
case			for the money
difference	(to) advertise	automatic	How about . . . ?
feature	(to) carry	both	How much . . . ?
flash	(to) come with	built-in	I'll take it.
focus	(to) finish	excellent	point and shoot
photograph (photo)	(to) cost	lightweight	You sold me on it.
pocket	(to) get		
promotion (promo)	(to) hold		
rewind	(to) push		

**Step 1:** Listen as your teacher reads the conversation.

- Greg:** Hello. How are you today?
- Customer:** Fine, thanks. I'd like to see the camera you advertised.
- Greg:** Was that the Tech-i or the Nice Shot camera? They're both in our ad.
- Customer:** Could I see them both? What are the differences between them?
- Greg:** This is the Tech-i. It is an automatic focus model with built-in flash. It's very lightweight. Here, hold it. Do you see?
- Customer:** Yes. I can carry this one in my pocket. Now, how about the Nice Shot?
- Greg:** This one also is a lightweight "point and shoot" camera, but it has more features. It has automatic rewind and a zoom lens. Do you see what I mean?
- Customer:** Yes. Do I just push this button for the zoom lens and this one to shoot?
- Greg:** Yes. And the Nice Shot comes with a camera case and two rolls of film.
- Customer:** The Tech-i doesn't come with those things? And how much does it cost?
- Greg:** No, only the Nice Shot is a promo this week. It costs \$84.99 for everything. That's a great buy for the money. It also has a two-year warranty.
- Customer:** Well, it sounds excellent. You sold me on it. I'll take it.
- Greg:** Great! I'll get you one in a box.



**Step 2:** Read the dialogue with another student.

**Step 3:** Why do you think Greg gave the cameras to the customer to hold?  
Discuss your answer with your partner.

# Practice

**Step 1:** Circle the letter of the answer that best completes each sentence.

1. Greg begins his sales by saying,
  - a. "May I help you?"
  - b. "How are you today?"
  - c. "How may I help you?"
2. Greg shows the customer
  - a. one camera.
  - b. two cameras.
  - c. three cameras.
3. The two cameras are almost the same, but one of them
  - a. has more features.
  - b. costs more money.
  - c. is lightweight.
4. When Greg talks about the features, he
  - a. takes some pictures.
  - b. gives the camera to the customer to hold.
  - c. says, "Great! I'll get you one in a box."

**Step 2:** Pretend that you are a camera salesclerk. Fill in what you would say in the conversation below.

**You:** \_\_\_\_\_

**Customer:** Fine, thanks. I'd like to see the camera in your ad.

**You:** \_\_\_\_\_

**Customer:** Could I see them both? What are the differences between them?

**You:** \_\_\_\_\_

**Customer:** Yes, I see. Now, how about the other one?

**You:** \_\_\_\_\_

**Customer:** Do I just push this button?

**You:** \_\_\_\_\_

**Customer:** And it has more features than the Tech-i? How much does it cost?

**You:** \_\_\_\_\_

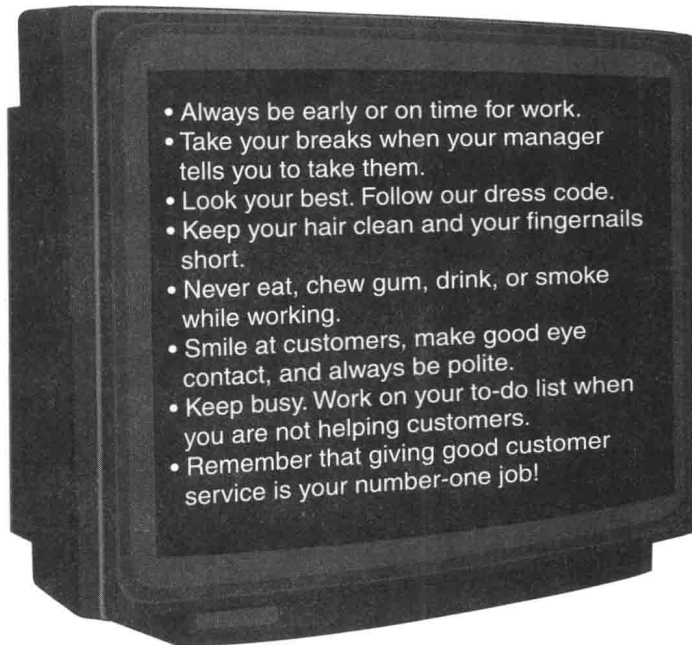
**Customer:** Well, it sounds excellent. You sold me on it. I'll take it.

**You:** \_\_\_\_\_

**Step 3:** Practice the conversation you just wrote with a partner.

# Be a Good Worker

Step 1: Listen as your teacher reads the information on the TV screen. It is from a videotape for new workers.



Step 2: Circle the pictures below that show good workers.

1.



3.



2.



4.



# Have Some Fun!

**Step 1:** The scrambled words below also appear in the word box on this page. Unscramble the words and write them on the lines below.

1. yee \_\_\_\_\_
2. aappel \_\_\_\_\_
3. yub \_\_\_\_\_
4. sidylap \_\_\_\_\_
5. mate \_\_\_\_\_

6. grestier \_\_\_\_\_
7. sutcerom \_\_\_\_\_
8. perpsho \_\_\_\_\_
9. og-skacb \_\_\_\_\_
10. furteae \_\_\_\_\_

attractive  
automatic  
buy appeal  
clean up  
counter  
credit card

customer  
display  
eye appeal  
feature  
glass  
go-backs

handle  
input  
manager  
meeting  
products  
purchase

register  
scanner  
shopper  
special  
team  
unadvertised

**Step 2:** Find the words from the box in the puzzle below. The words may be horizontal, vertical, or diagonal. They may even be backward. Circle the words you find.

E	S	A	H	C	R	U	P	U	N	A	E	L	C	A	J	D
F	M	O	G	V	L	N	F	I	Q	G	N	I	T	E	E	M
B	E	V	I	T	C	A	R	T	T	A	K	H	A	L	R	Z
G	R	I	A	J	U	D	I	R	E	G	A	N	A	M	G	P
O	C	P	N	X	T	V	S	C	A	N	N	E	R	L	R	R
B	U	Y	A	P	P	E	A	L	E	C	P	Y	S	O	E	E
A	T	L	I	Q	U	R	Y	N	D	P	A	C	D	M	T	G
C	I	T	A	M	O	T	U	A	A	L	S	U	O	E	N	I
K	U	E	V	K	N	I	M	E	P	D	C	T	X	L	U	S
S	S	A	L	G	Y	S	Y	S	B	T	S	E	K	D	O	T
F	E	A	T	U	R	E	I	W	S	U	O	Z	A	N	C	E
B	W	P	C	R	E	D	I	T	C	A	R	D	S	A	H	R
T	E	A	M	H	I	E	S	G	R	E	P	P	O	H	S	F

# Think It Over

**Step 1:** Sometimes workers open a sales conversation with a greeting. On page 6, Greg started his camera sale by saying, "Hello. How are you today?" This is an example of a greeting. On each line below, write *Yes* if the words greet a customer and *No* if they do not.

1. \_\_\_\_\_ Hello. How are you today?
2. \_\_\_\_\_ Hi. Nice day, isn't it?
3. \_\_\_\_\_ Those socks are good for cold weather.
4. \_\_\_\_\_ Good morning.
5. \_\_\_\_\_ I can help the next person in line, please.
6. \_\_\_\_\_ That button is for the flash.
7. \_\_\_\_\_ There's no waiting on register three.
8. \_\_\_\_\_ Good evening. How are you doing tonight?

**Step 2:** Read the information below in a group of three or four students.

Workers often tell customers about the features of a product. Some features are easy to see. If a camera is small, that is an easy-to-see feature. Other features, such as a built-in flash, are not easy to see.

The benefits, or helpful features, of a product are also important things for workers to tell customers. "It can fit into your pocket," is a benefit of a small camera.

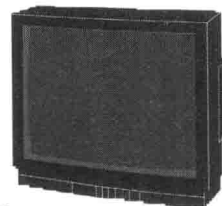
**Step 3:** Pretend that your group is going to sell the products below. Think of some features and benefits that will help you sell each product. On another piece of paper, make a list of features and benefits for each product.

1.



Portable compact-disc player

3.



Television

2.



Cellular phone

4.



Video cassette recorder



# Check Your Understanding

**Step 1:** Draw lines to connect the sentences that go together.

1. The scanner is not reading the bar code.
  2. This is the place customers love to shop.
  3. We've got a terrific team.
  4. Eye appeal is buy appeal.
  5. You will handle go-backs.
  6. This one has more features for the money.
  7. Work on your to-do list.
  8. How are you doing?
- a. We work well together and help each other.
  - b. If it appeals to the eye, the customer will buy it.
  - c. I have to input the numbers on the register.
  - d. It is a great buy. I'll take it.
  - e. Do this when you are not helping customers.
  - f. Pick items up often at the registers and put them back on the shelf.
  - g. Fine, thanks.
  - h. Our good service is why customers come here.

**Step 2:** Read what the customer says. Circle the best response for the worker to give.

1. I'm kind of in a hurry.
  - a. May I help the next person in line, please?
  - b. OK. I'll check you through quickly.
  - c. Thank you very much. Have a good evening.
2. I don't want to buy the toothbrush.
  - a. Can I give you a hand?
  - b. Put it back.
  - c. That's no problem. I'll put it with the go-backs.
3. I want to charge it. Here's my Topcard.
  - a. Thank you. Please sign on this line.
  - b. OK. Put it back.
  - c. No problem.
4. I'd like to see the camera you advertised.
  - a. Do you see what I mean?
  - b. It has automatic rewind and a zoom lens.
  - c. This is the Big Shot in our ad. Here, hold it.
5. How much does it cost?
  - a. It's 5:45 P.M.
  - b. It's \$24.99.
  - c. That's 50 cents, 7, 8, 9, and 10 dollars.
6. Well, I'll take it.
  - a. OK. I'll get you one in a box.
  - b. Do you see what I mean?
  - c. You sold me on it!



Complete the first activity in class. Then do activity 2 on your own.

1. Work with a small group of students. Discuss these questions:

- Do you ever shop in a store like SavMorCo? Compare the workers at SavMorCo with the workers at the store where you shop.
- Would you like to work in a store like SavMorCo? Why?
- Do you think coupons are a good idea for saving money? Do you use coupons? Why? Why not?
- Do you ever notice or buy products that are in store displays? Do you believe “Eye appeal is buy appeal”? Explain.
- The products such as candy that stores place near the registers are called “impulse items.” Why do you think they are called impulse items?

2. Go to a SavMorCo type of store near your home and then answer these questions. Share your answers with the class.

- In what ways is the store like SavMorCo? In what ways is it different?
- Were the workers at the store like the workers in this unit? How were they the same or different?
- Did the workers at the store work as a team?
- Did you see any displays of seasonal products? Did you see displays of other products?
- Were the workers friendly to customers?
- Did the workers smile when they made a sales approach?
- Do you think service to the customer is important in that store?

### Notes

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