



Simplified



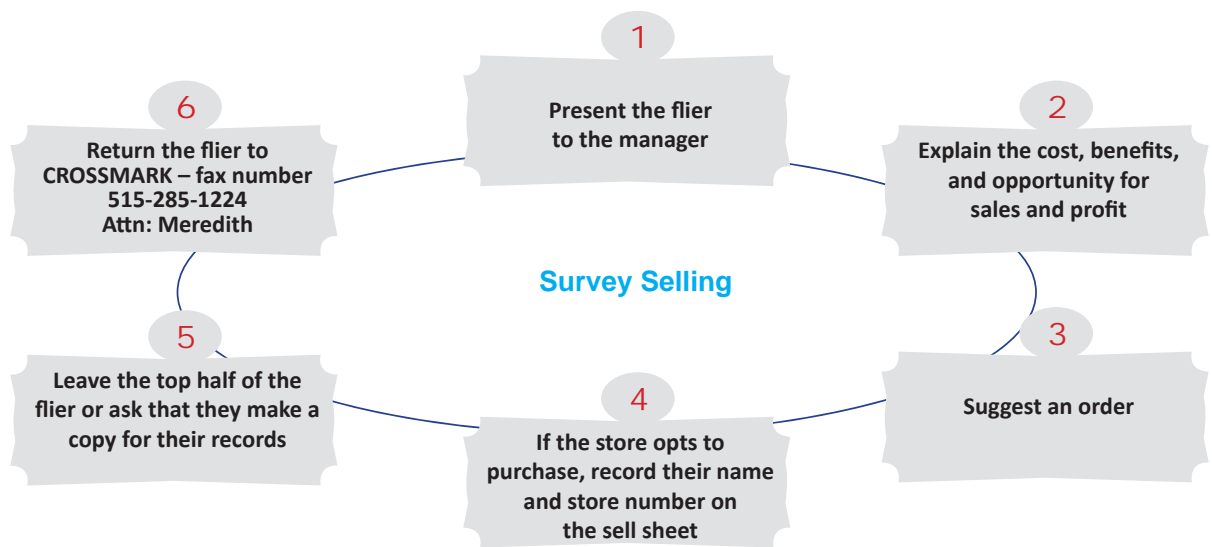
Quick Tips

- ✓ Print and read sales plan and project files carefully.
- ✓ Familiarize yourself with the store processes and terminology on this sheet.
- ✓ Wear your CROSSMARK name badge.
- ✓ Arrive in the store early in the day, preferably Monday - Wednesday.
- ✓ Introduce yourself to the manager in charge of your targeted department and let them know what you will be working on.
- ✓ Work safely.

Merchandising Basics

Survey Selling

CROSSMARK offers promotions (displays, shippers, case sales) periodically to Hy-Vee stores. Each Hy-Vee has the option to either purchase a promotion from the CROSSMARK rep, or decline. Use the flier provided with the sales plan to fully explain the benefits of the purchase.



Resets

Re-organization of a store is run by a Hy-Vee corporate employee. We are there to specifically support our client's efforts. The CROSSMARK Team Lead will have the distribution list for Hy-Vee. Hy-Vee does not use planograms.

Report to CROSSMARK Team Lead upon arrival to store.



Execute reset as instructed.



Team Lead must gain final approval of reset completion from store management



Merchandising Basics

New Items

You will need to get approval from the manager in charge before attempting to cut in new items.



- 1 Using the flier, present details and benefits of the new item(s), suggesting a retail price if unknown.
- 2 Work with manager to determine placement on the item. Suggest any items for deletion from the set if that info is known.
- 3 Move product as directed to create space for new item. Get tag from Scanning coordinator and place on left edge of product.
- 4 Make sure item are tagged and on the shelf before leaving.

Store Reference

Hy-Vee Terminology

- CARS** – Computer Assisted Re-order – The computer system in the store that automatically re-orders product each day as needed
- Chariton and Cherokee** – Location of the two warehouses that ship product to Hy-Vee stores
- E-BUY** – Electronic sales offerings delivered to the stores from their corporate office
- Free Ship** – When product is shipped free of charge directly to the store. Typically these items are stores somewhere in the back room. The Scanner should be able to direct you.
- HVTV**– The 5 Televisions located in the stores that run ads for manufacturers.
- In / Out item** – Item not found everyday in the Hy-Vee Warehouse
- Lomar** – Hy-Vee’s specialty Food Distributor
- Magalog** –Full color Magazine in the stores each month that features recipes an items on sale
- Red Down Arrow** – A price dictated by corporate Hy-Vee for all stores to follow
- Sales flyer** – Piece of paper that has a promotional offer on it. Two types are “New Item Fliers” and “Display Fliers”. These fliers contain costs and ship windows, as well as product information.
- Scan Coordinator (Scanner)** – Person in the backroom who prints tags
- Store Number** – Unique number for each store – number is used by CROSSMARK to determine where to ship promotional orders
- TPR / TPD** – a temporary price reduction

Comments

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- How can we make it better?
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