

## Managing Layaways Effectively

### Expectation

Ensure that the product reserved or special ordered for the customer will be available when the customer comes in for service and ensure that the customer remains committed to doing business with us.

It is essential for your team to stay on top of outstanding layaways by reviewing them several times each day and following up on them.

- A layaway is an open invoice with a dollar amount tied to it.
- An outstanding layaway is any layaway with no activity (additional deposit) within the last 30 days.
- **Standards Target:** 90% to 95% of layaways must have a minimum of a \$25.

**Only finalize invoices ready for same day service.** Ensuring that product is installed the same day the invoice is finalized helps maintain accurate inventory and eliminate frustration from customer when they are invoiced before receiving product.

### Actions to take

From the POS, review and print the lists of outstanding quotes and outstanding layaways several times every day, including before opening, and at end of day. Assign team members to follow up to ensure that these lists remain short and active.

### Layaway situations

There are several common layaway situations:

<b>Special Orders</b>	Layaways are created for special orders to attach the customer to the products being ordered.	<ul style="list-style-type: none"> <li>• Follow Special Order Best Practices to ensure that the product is staged and ready to install for customer's appointment.</li> <li>• Keep the customer informed on status of their special order.</li> </ul>
<b>In Stock Product</b>	Customer wants product but is not ready for service. Layaway reserves product for this customer	<ul style="list-style-type: none"> <li>• If the customer is in the store, collect the full amount of the purchase.</li> <li>• For all layaway situations, capture the customer's email address and phone number.</li> <li>• Ensure that the product will be available when the customer comes in for service.</li> <li>• Follow up as needed to ensure customer remains committed to the purchase.</li> </ul>

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Customer prefers to pay now but wait for a more convenient time for service.

- Paid in full layaways ensure that we have gained a full commitment from the customer.
- Make an appointment for the customer's service.
- Ensure that the product will be available when the customer comes in for service.
- Wait until service is ready to be performed to finalize the transaction. This ensures accurate VTV data and inventory.

**Pay Over Time**

Customer prefers to make periodic payments against a future purchase.

- Look for activity on the layaway.
- Contact customers who have not made a payment in 30 days.
- Follow Abandoned Layaway procedure for old layaways.

**Gift Certificates**

Customer has a gift certificate

- Follow up on gift certificates within 90 days of purchase.

**Contact**

If you have questions or concerns, please talk with your Assistant Marketing Manager or Manager.