

# Cashier

## Job Description

Our Cashiers play an integral and important part of the customer experience. You are often the first and/or last Tougas Family Farm staff person our guests interact with as they begin their day at the farm, and also as they conclude their visit and leave the farm. You are vital to making our guests feel welcome, appreciated, and cared for, which leaves them wanting to come back again and again! It's about a lot more than just ringing up customers and stocking shelves. We value our guests, and strive to provide quality customer service.

**Pick Your Own Department:** cashiers are responsible for explaining our pricing system, providing information about fruit available for picking, and giving directions to the picking location. You are responsible for ringing up purchases, thanking our guests for coming, encouraging them to return again, and sharing information about upcoming fruit seasons.

**Farm Store and Kitchen :** Many of our guests come into the farm store looking for picking information, or have other questions about the farm and activities here. As a Cashier in The Farm Store you are responsible for not only for ringing up purchases, but also acting as an information center for our guests. This includes giving accurate directions to activities around the farm, what's picking today, upcoming fruit seasons, explaining our menu and food ordering system, and making sure guests find desired items they are looking for in the store. Up selling as well as suggesting other items they may not have realized were available is a way to really shine in this position!

## Minimum Level of Service Requirement:

As a Cashier you **MUST:**

- Smile and greet each guest with "Welcome!" or "Good Morning!" or "Good Afternoon!"
- Tell customers about any specials we are running, ask each group what they are interested in picking, and if they have ever been here before.
- Be friendly and approachable.
- Clearly explain our pricing system and directions to picking locations, and be sure the guests understands before they head out into the orchard
- Know how to operate the register, credit card machine, and take gift cards.
- Ring up purchases accurately, make change correctly, and keep a balanced and tidy register drawer
- Offer to assist customers with their purchases if needed. Apples are heavy! And sometimes guests need help to their car
- Remind customers to refrigerate their fruit for longest storage and know where to direct them for more freezing, storing, and recipe information.
- Keep your register and register station clean and neat and stocked with appropriate packaging and supplies.

- Assist in keeping the sales buildings clean, including sweeping, dusting, stocking and displaying products.

### **What makes employees GREAT at this job:**

Excellent customer service paired with high quality fruit is what keeps our guests coming back year after year. Engaging with guests (First time visitors and “regulars”) in a way that makes them feel welcome, comfortable, cared for, and special is our goal at Tougas Family Farm. This could be offering a ride to an elderly guest, carrying a tray of berries for someone, giving a sticker to a well behaved child, suggesting a product in the Store that a customer may love. Giving just a little bit of extra attention goes a long way. Upselling and encouraging guests to “Go For It!” And pick larger quantities when the picking is good and providing information about products in the Store and Kitchen are ways to really excel.

### **Head Cashier (Store and Pick-Your-Own)**

**Head Cashiers** are held accountable for the same list of service requirements as regular cashiers, plus additional responsibilities. It is the head cashiers responsibility to supervise all cash handling and cashiers. The head Cashier makes sure guests are being served courteously and efficiently, that staff is informed and knowledgeable about what’s picking, register transactions are completed correctly, and that proper setup and breakdown of the sales building and register stations are completed daily. The Head Cashier is the liaison for communication between the Field Manager and the PYO sales buildings and the Store.

In addition to the Minimum Level of Service Requirement for Cashiers, the Head Cashier **MUST:**

- Train new Cashiers
- Supervise cashiers and opening and closing procedures, delegate tasks and coordinate projects
- Keep customer lines organized and moving, and know when to open additional registers
- Check that all price signs and signs leading to the orchard are in the right spot and accurate. And in the Store posted in a way that our customers can understand.
- Evaluate packaging and other supplies (drop envelopes, markers, trash bags, etc), restock, and notify manager for more supplies when needed
- Fix cash register mistakes, complete voids, and ring in staff discounts
- Buy change for cashiers when needed, and keep a balanced cash box
- Make frequent(and accurately counted) drops from the registers to the drop box safe
- Do end of day reports (wristbands, bag colors, etc.) and count drawers at the end of the day