READERLINK STORE CALL QUICK REFERENCE GUIDE READERLINK



Preparation

1. Review Fieldlink:

https://fieldlinktps.readerlink.com/

- Weekly Activities
- Special Service Instructions
- Training and Reference Materials
- Plan-O-Grams (POG) /Modulars (MOD)
- 2. Review your assigned 1Hub Mobile Readerlink tickets.
- Visit your store early in the day.
- 4. Wear your VOLT name badge.

Essential Store Contacts

- A. Electronics Department Manager
 - Manages book department
 - Approvals, POG/MOD, shelf tags
- Receiving Manager
- Claims Manager
- D. Assistant/Store Manager
 - Manages store
 - Promotions, clearance, fixture issues, footage issues

Remember

To meet with Store Management every visit

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Store Call Checklist

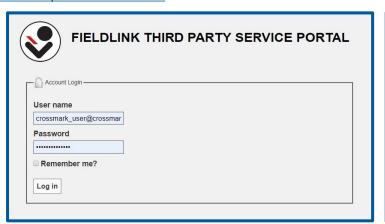
- Check in on VOLT.
 - Then check in with the Electronics Department Manager. (Monday or Tuesday - Request the new printed MOD and shelf tags for the Book Department, known in Walmart as Department 21. Ensure the MOD is up to date.)
- ☐ Zone Department 21.
- ☐ Check in with Receiving and locate a backroom cart.
- ☐ Retrieve and sort boxes by category.
- In Department 21, set New Releases and titles according to MOD. Fill open spaces with neighboring titles, unless store requires the space left empty.
- ☐ Use BookFinder App to help locate Title/Modular location(s)
- ☐ Maintain monthly Series Romance titles. Replace all previous month titles with new series titles. (SUPER TUESDAYS)
- ☐ Display the provided coupons and shelf talkers.
- ☐ Repeat above merchandising activities for endcaps.
- ☐ Maintain seasonal MOD changes, put clearance items in clearance area.
- ☐ Use Weekly Activities to identify where Rollback tags are needed and work with the store to create and place.
- Add new promotions, straighten and fill existing promotions, remove ended promotions and materials.
- Maintain back stock.
- Process returns.
- Clean up and dispose of any trash.
- Take required images.
- ☐ Report fixture and footage issues.
- Report mPlan.
- Check out on VOLT.

Readerlink Hotline (M-F, 8-5)(800) 753-6996, Option 9 WMTbooksupport@crossmark.com

FIELDLINK QUICK REFERENCE GUIDE



Fieldlink is the 3rdparty merchandising portal that you will use for Readerlink work. Fieldlink is accessed at https://fieldlinktps.readerlink.com.



CROSSMARK Fieldlink Credentials

User ID:

crossmark_user@crossmark.com

Password:

#Crossmark2019

These credentials are used by all CROSSMARK employees working on Readerlink. If you have any issues using Fieldlink, please call the Hotline at:

(800) 753-6996, Option 9

Library Tab

Use this tab to view Walmart specific information:

- · Special Service Instructions
- Weekly Activities
- Store Lists
- · Training and Reference Material

Store Search Tab

Use this tab to view Store specific information:

- Store Profile
 - Store Floor Plan
- POG
- Audit Reports

Category Reference

Cat #	CATEGORY	Anticipated FREQUENCY OF CHANGE
420 & 400	RECENT RELEASES (420) & NEW RELEASE XM ENDCAP (400)	Weekly
430	CATALOG (430)	EVERY 4 TO 6 WEEKS
490	YOUNG ADULT (490)	EVERY 4 TO 6 WEEKS
500	NON-MODULAR ENDCAPS; KIDS EM EC (500)	EVERY 4 TO 6 WEEKS
560	SEASONAL (560)	EVERY 4 TO 6 WEEKS
440	PAPERBACK/MASS MARKET (440)	Monthly
460 & 450	LATIN (460) & AA (450)	Monthly
510	CHILDRENS CATEGORIES; COMBO (510)	2x year
520	CHILDRENS CATEGORIES; STORY BOOKS (520)	
530	CHILDRENS CATEGORIES; EARLY READER (530)	
540	CHILDRENS CATEGORIES; BABY BOOKS (540)	
550	CHILDRENS CATEGORIES; COLORING (550)	

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