

READERLINK STORE CALL QUICK REFERENCE GUIDE



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.
3. 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
- B. Receiving Manager
- C. 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>.



FIELDLINK THIRD PARTY SERVICE PORTAL

Account Login

User name

crossmark_user@crossmar

Password

☐ Remember me?

Log in

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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