

Retail Sales Associate – Job Description

Title

Retail Sales Associate

Reports To

Store Manager

Summary

The Retail Sales Associate, under the direction of the Store Manager, is primarily responsible for greeting customers and providing guidance on where they may find items within the store. The Retail Sales Associate will generate sales, advise customers on the use and care of merchandise, and provide advice concerning specialized products or services. This role will participate in merchandising and promotional activities and must always maintain a high level of customer service. The Retail Sales Associate is expected to become 'product specialists' and provide the customer with the best possible experience and service.

Core Competencies

- Accountability
- Dependability
- Adaptability
- Teamwork
- Communication
- Active Listening
- Time Management
- Negotiation
- Problem Solving
- Product Knowledge
- Merchandising
- Organization

Job Duties

- Greet customers and provide guidance on where they may find items within the store.
- Advise customers on the use and care of merchandise and provide advice concerning specialized products or services.
- Participate in merchandising and promotional activities.
- Maintain a high level of customer service.
- Prepare merchandise for purchase.
- Assist with setting up merchandise displays.
- Maintain sales records for inventory control.
- Effectively operate computerized Point of Sales system (POS).
- Work in partnership with store managers and other employees to maximize store sales and in-store presence.
- Ensure accuracy in all transactions, inventory, and procedures.
- Participate in all manner of store maintenance.
- Maintain a high level of product and service knowledge.
- Maintain a professional appearance, demeanour, and attitude at all times.
- Performs other duties as required.

Requirements

- Ability to work in a fast-paced, dynamic environment.
- Customer-Focused Mindset.
- Genuine enthusiasm for the company and products.
- Creative problem solving and decision making when dealing with customer issues.
- Ability to adapt and prioritize across multiple tasks and unexpected situations.
- Ability to make excellent sales to achieve performance in alignment with goals and objectives.
- Excellent customer service skills, interpersonal, organizational, and communication skills.
- Motivated and creative team player with the ability to learn quickly and accept feedback.
- Can work independently and maintain personal autonomy to meet sales targets and perform tasks/duties as required.
- Strong knowledge of retail sales principles, methods, practices, and techniques.
- Strong problem identification and objection resolution skills.
- Ability to build and maintain lasting relationships with customers.
- Excellent verbal communication and presentation skills, and exceptional listening abilities.
- Strong written communication skills.
- Self-motivated, with high energy and an engaging level of enthusiasm.
- Ability to perform basic mathematical calculations.
- Ability to occasionally travel and attend sales events if required.
- High level of integrity and work ethic.
- Experience in retail sales preferred.

Work Conditions

- Ability to work irregular and flexible hours – some Saturdays will be required.
- Standing for long periods at a time.
- Manual dexterity is necessary to use desktop computer (POS).
- Clean and comfortable environment.

