

Job Description

JOB TITLE:	Sales Associate
REPORTS TO:	Retail Supervisor / Retail Manager
DEPARTMENT:	Commercial
SPECIAL FACTORS:	There are 3 levels within the Sales Person Job Family. Level 1 – Sales Associate, Level 2 – Sales Representative and Level 3 – Sr. Sales Representative.
JOB PURPOSE STATEMENT:	The Sales Person is responsible for maximizing sales through excellent customer service, product knowledge and team work. Sells floor merchandise and/or assists customers with purchases, orders, and/or deliveries, as required. Restocks shelves and maintains merchandising and visual display standards. Implements stock control and security procedures and maintain appropriate records.
JOB SIZE/DIMENSIONS:	Financial: Assigned Sales Targets No. of Employees Supervised:
ESSENTIAL DUTIES & RESPONSIBILITIES:	<p>1. SALES GENERATION</p> <ul style="list-style-type: none"> ▪ Achieves and exceed sales targets. ▪ Promote maximum sale of merchandise by understanding customer needs, explaining features and benefits, overcoming objections, selling add-on merchandise. ▪ Give alternative products when out of stock situations arise. ▪ Promote link and bridge sales. ▪ Adhere to the department discount policy. ▪ Make use of all promotions and events inside and outside the shop to increase sales. <p>2. CUSTOMER SERVICE</p> <ul style="list-style-type: none"> ▪ Greet customers as per Paris Gallery standards. ▪ Personally acknowledge all customers you see. ▪ Adhere to the Paris Gallery grooming standards. ▪ Offer refreshments to all customers. ▪ Keep all promises made to customers.

Job Description

- Refer back to customers within 24 hours of query.
- Keep customer database up to date.
- Follow up all customer repair issues (watches/accessories/sunglasses).
- Answer telephones timeously and take accurate messages.
- Escort all customers to the cash desk on closing a sale.
- Offer gift wrapping services to all customers.

3. PROMOTIONS AND EVENTS

- Know and understand the mechanics of promotions and events.
- Support all promotions by being aware of current promotions.
- Explain promotions to customers.
- Order promotional stock in advance.
- Ensure advertised lines are in stock and are properly presented.
- Maintain all merchandise and displays.
- Achieve promotional targets.

4. MERCHANDISE PRESENTATION & HOUSEKEEPING

- Adhere to the merchandising checklist.
- Display all merchandise according to company standards.
- Display of new lines timeously.
- Keep the company housekeeping standards high at all times.
- All housekeeping duties to be done on an ongoing basis.

5. TRAINING AND DEVELOPMENT

- Attend all training offered.
- Share supplier training information with colleagues.
- Maintain a professional image and conduct during all training.

Job Description

- Take responsibility for self development and increase one's product knowledge by reading catalogues, magazines, labels, etc.

6. STOCK MANAGEMENT

- Know how much stock is in your section.
- Ensure top selling lines are in stock.
- Plan with your Section Supervisor how to move slow selling stock.
- Tell Section Supervisor of any stock related issues.
- Ensure stock transfer in and out is done within 48 hours.
- Manage damages and breakages.
- Adhere to stock delivery and acceptance procedures.
- Discuss ideal stock levels with your Section Supervisor on a monthly basis.

7. SUPPLIER LIAISON

- Maintain professional relationships with all suppliers.
- Do not misuse supplier samples, GWP's or promotional offers.
- Do not pass on confidential company or sales information.

8. MARKET AWARENESS

- Be aware of competitor's prices, products and promotions and inform your Section Supervisor.

9. SECURITY

- Assist in protection of the showroom assets by correctly carrying out procedures for prevention of theft.
- Report any staff/customer dishonesty or irregularity to the Supervisor.
- Report and/or prevent any security hazards such as fire and physical threat.

10. ADMINISTRATION

- Ensure that all the barcodes are properly fixed on the merchandise.

Job Description

- Record daily sales figures separately and keep any related paper work up to date.

11. GROOMING

- Wear the company uniform in its entirety in a neat and smart way.
- Follow the company dress code strictly.
- Maintain excellent hygienic standards by being neat and clean.

12. Performs any other miscellaneous job related duties

COMMUNICATION & WORKING RELATIONSHIPS:

KEY CONTACTS	REASON	FREQUENCY/NATURE
Internal: Retail Manager Retail Supervisor Store Controller	To communicate matters relating to day to day activities of the job responsibilities	Daily
External: Customers	In the process of selling Brand related issues	Daily

MINIMUM REQUIREMENTS FOR THE JOB:

QUALIFICATIONS	High School Pass Certificate
EXPERIENCE	0-1 year experience – Sales Associate – Level 1 2 years experience – Sales Representative – Level 2
KNOWLEDGE, SKILLS & ABILITIES	<ul style="list-style-type: none"> Knowledge of English language; Knowledge of Arabic preferred. Computer literate. Ability to prepare routine administrative paperwork. Ability to sort, checks, count, and verify numbers. Knowledge of retail floor sales techniques. Knowledge of retail floor merchandising and stock control procedures. Knowledge of sales promotions and events. Knowledge of basic visual merchandising techniques. Knowledge of customer service standards and procedures. Knowledge of shop security and safety procedures.

Job Description

	<ul style="list-style-type: none"> ▪ Ability to communicate effectively, both orally and in writing. ▪ Records maintenance skills. ▪ Ability to interface and influence customers. ▪ Good housekeeping abilities. ▪ Good interpersonal skills to deal with customers and other employees. 	
DISTINGUISHING CHARACTERISTICS	Passion for retail, pleasant personality, courteous, polished manners, service-oriented, good communication skills. Selling skills: ability to influence and persuade customers to buy company products.	
PREPARED BY:	HR	Date: July, 2011
JOB INCUMBENT ACKNOWLEDGMENT	NAME: SIGNATURE:	DOJ

Note: This job description is intended to describe the general nature and level of work being performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.