



JOB DESCRIPTION

SENIOR SALES ASSOCIATE

Responsible to: Store Manager

Reports to: You will report directly on a daily basis to the line manager.

POSITION OBJECTIVE

To be a part of a team that drives sales productivity, efficiency, and customer service levels of the store.

To assist the management team in maintaining a high level of customer service on the sales floor at all times.

Assist management in coaching all sales associates in all areas of their role.

AREAS OF ACCOUNTABILITY

Customer Service

- Maintain and increase the sales figures of the store/concession.
- Ensure that customers are acknowledged quickly and offer friendly, courteous and efficient service.
- Demonstrate a clear understanding of the company mystery shop guidelines.
- Be aware of competitor ranges and price points.
- Report any missed opportunities to the management team.
- Confidently use and understand the 'Add on Sale' technique.
- Be able to confidently close a sale.
- Maintain a thorough knowledge of all products, and be able to suggest alternatives to customers.
- Ensure that all customer follow up is done promptly and efficiently.
- Ensure that any phone enquiries/sales are handled confidently and efficiently.
- Confident in handling customer enquiries and complaints when required.
- Understand the company after sales services, and policy for repairs.
- Understand the company/host store exchange and refund policy.
- Assist in maintaining shop floor coverage.

Visual Merchandising

- Have a thorough knowledge of all company/brand guidelines and standards.
- Assist the management team in implementing visual merchandising changes within the store.
- Assist in coaching in all visual merchandising guidelines.
- Ensure the products are clean, tidy and well presented.
- Maintain a high level of store housekeeping.
- Good knowledge of the store/concession layout.

Administration

- Assist in the handling of cash, and all other financial transactions.
- Ensures any paperwork completed is done correctly and to Case standard.
- Ensure all store and company rules and standards are adhered to at all times
- Assists in actioning markdowns, price changes, discontinued lines.



- Liaise with head office and/or other stores as needed.



Stock Control

- Ensure that replenishment is carried out for the store on a daily basis.
- Assist in processing deliveries and transfers correctly.
- Assist in ticketing product correctly.
- Assist in any stock counts that are carried out as instructed by head office.
- Maintain all stockroom areas in a tidy and methodical manner.
- Awareness of product availability.

Health & Safety

- Establish a good understanding of health and safety policies of the store and ensure that these are upheld.
- Highlight any potential risk areas to relevant personnel.
- Ensure that you understand the correct stock handling procedures e.g. lifting and unpacking of boxes, using sharp instruments.

General

- Positively promote the image of the company.
- To maintain good relationships with all of Case management and staff.
- Carry out or assist in any other duties as requested by your manager or area manager.
- Liaise with head office/host store management when necessary.
- Maintain good security awareness and ensure that any security systems are used efficiently.
- Report and document any theft correctly.
- Maintain the required standard of appearance and hygiene.
- Assist in any other company locations when necessary.