



SALES ASSOCIATE JOB DESCRIPTION

Job Purpose

- To maximise sales & provide excellent customer service at all times. Assisting customers in the selection and purchase of products
- Following all company standards in relation to customer service and the customer loyalty program
- Representing the Caroline Gardner brand to the highest standards in all daily activities

Key Result Areas

- To maximise every selling opportunity to achieve store and individual sales targets and KPI indicators
- To provide excellent levels of customer care surpassing customer expectations at every opportunity
- To identify customer needs & answer all product-related questions. Displaying excellent product knowledge & therefore responding to queries regarding price, location, features & benefits of Caroline Gardner merchandise
- To follow Company procedures and processes to maintain security of stock, customer records and cash handling
- To enhance and maintain brand standards of merchandise presentation and housekeeping.
- To take every opportunity to capture customer data in order to augment the Caroline Gardner database and encourage repeat visits and customer loyalty.
- To resolve customer complaints promptly and successfully by investigating problems, developing solutions and making appropriate recommendations to the store management.
- To attend and participate in all store meetings and training as required, ensuring communication is maintained
- To foster a team working attitude and be open to constructive feedback.
- To communicate all potential health and safety risks to the store manager and ensure any action complies with Company safety and security procedures at all times.
- To undertake any other tasks as outlined by the store management, being flexible in approach to the business demands.

Competencies and Experience

- Excellent communication skills, both written and verbal
- Demonstrable experience of retail sales
- Demonstrable strong and effective sales skills
- Shows 'hunger' and ambition to achieve Company targets
- Successfully able to handle multiple demands and competing priorities
- Works effectively and efficiently
- Seeks opportunities to be proactive and pre-empt client needs
- Liaises frequently with customers to keep them fully informed
- Shows innovation and initiative in setting customer care standards

Personal Attributes

- Enthusiastic, self-confident and self-motivated
- Understand and represent the Caroline Gardner brand attributes
- Demonstrates respect and politeness and regularly exceeds customer expectations
- Willing to adapt to change and driven to continually improve
- Always presents a professional image
- Prepared to go the extra mile to achieve targets

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