

Position Description - Retail Sales - Job Share

Position Title: Retail Sales Person – Job Share

Department: Retail OTC

Section/Service Area: Retail Showroom

Name: Applicant

Date Reviewed: 25 January, 2007

Job Context:

Our Client is a multi-faceted Company engaged in the construction and installation of swimming pools and spas, servicing of pools, spas and related equipment, and the retail sale of swimming pool and spa chemicals and accessories.

History has demonstrated that retail sales performance responds strongly to the presence of good, well trained retail staff who maintain a high standard of customer relationships, who sell professionally, who have high morale, outlook and attitude, and who maintain superior visual merchandising conditions in the showroom .

The Company requires a retail showroom staff person who will operate part time on a job share basis., and who can ensure that this level of retail performance is provided is provided for prospective customers who visit the showroom.

Brief Summary of Position:

The Retail Sales Person is required to operate in the Client's retail store, in a way which maximises retail sales and profits, achieves a high level of customer and staff satisfaction, and generates effective turnover of stock.

The Retail Sales Person will also be required to operate to an appropriate roster to ensure proper coverage of customer requirements in line with the seasonal nature of the market. Generally, this means that the employee will work two days each week, commencing alternately at 8.00 am and 8.30 am, with corresponding finish times of 5.00pm and 5.30pm. Some flexibility is available for negotiation on actual hours. Similarly, the appointee will be required to work alternate Saturdays, finishing alternately at 12.30pm and 2.00pm.

Communication with Others:

Position reports to: Branch Manager

Supervises Directly: Nil

Communicates Internally: Owners, Branch Manager, Other Department Heads, and all other staff

Communicates Externally: Retail Customers

Position Responsible for:

The Retail Sales Person - Job Share is responsible for:

1. Working to achieve Retail sales budget performance
2. Maintaining a superior visual merchandising environment in the Our Client's showroom under direction from the Branch Manager
3. Assisting the Branch Manager to maintain client contact with all customers on a regular basis
4. Recommending stock purchases to the Branch Manager where stock outages may occur without intervention in the routine purchasing process
5. Recommending deferral of stock purchases to the Branch Manager where overstocking may occur without intervention in the routine purchasing process
6. Attaining the required high standard of retail customer service
7. Helping to create a high standard of staff morale and attitude towards the operation of the retail store

Position Duties:

The Retail Sales Person - Job Share will be required to:

1. Service retail store enquiries and telephone contacts from existing and prospective clients so that the retail activities achieve the required level of sales performance. This includes:
 - greeting clients professionally
 - answering phone calls promptly
 - recording phone messages accurately
 - passing on phone messages promptly,
 - conducting water tests for customers, and
 - providing a complete water treatment recommendation to customers
2. Set up creative product displays, and arrange shelf stock in a way which encourages purchase activity.
3. Maintain stock in a clean and appealing condition to maximise shelf off-take
4. Work effectively with other members of the retail staff team.
5. Ensure that stock layout and merchandising displays are in keeping with the superior quality image of Our Client, according to the directions of the Branch Manager. This will include:
 - Arranging active, attractive, and changing displays in collaboration with the Branch Manager
 - Keeping the showroom area clean and neat
 - Clearing the inward goods receivable area and aisles
6. Ensure that the attitude and demeanor displayed on duty are in accordance with Our Client's high quality standards and the philosophy of "fun in the workplace".
7. Maximise the value of every sale through the use of techniques designed to "sell-up" the prospect, and sell "add-ons" to increase customer value.

Position Duties (cont'd.):

8. Carry out the sales functions and customer relations functions so that customers recognise that they achieve superior value by purchasing at Our Client.
9. Handle cash and credit cards in a proper, professional manner, and use the cash register in accordance with Our Client's standard cash handling practices
10. Where stock levels are in excess of requirements or stock turn is less than required, participate in sales and purchasing initiatives to return stock management performance to plan
11. Assist in using the existing database of customers, and extend that database to include all retail customers, and use this database to carry out Customer Relations Management programs, under the direction of the Branch Manager.
12. Prepare replenishment orders for stock used in pool, and spa installations
13. Ensure that the attitude and demeanor displayed on duty are in accordance with Our Client's high quality standards and the philosophy of "fun in the workplace"

Skills Required in the Position:

- Competency in retailing, or the capacity to develop the competence through training, with particular emphasis on attainment of sales performance goals.
- Competency in visual merchandising or the capacity to develop the competence through training.
- Skills in applying and carrying through creative promotional programs.
- A high degree of competency in managing customer relations.
- Ability to work in a multi-disciplinary team, through encouraging and supporting peers.
- Capacity to learn and apply computer programs, coupled with workable computer skills in simple business functions

Other Selection Criteria:

- Competence and confidence in using and applying IT equipment and software
- Telephone answering and telephone calling skills
- Knowledge of, or the ability to learn the techniques of swimming pool and spa water testing

Performance Assessment:

Performance Assessed by: Branch Manager

Key Performance Indicators and Measures:

Key Performance Indicator 1	Effective retail operation
Key Performance Measure 1	Sales level achieved
Key Performance Measure 2	Quality of contribution to maintaining proper stock levels
Key Performance Measure 3	Value of average retail sale
Key Performance Measure 4	Number of new clients added to the client list over the review period

Key Performance Indicators and Measures (cont'd.):**Key Performance Indicator 2**

	Level of customer service[
Key Performance Measure 1	Freedom from adverse customer comments
Key Performance Measure 2	Frequency of store visits by existing customers
Key Performance Measure 3	Frequency of return visits by new customers

Key Performance Indicator 3

	Relationships with others
Key Performance Measure 1	Effective team working with other retail and administrative staff
Key Performance Measure 2	Displaying a consistently positive attitude to retail customers and prospects
Key Performance Measure 3	Good working relations with all other staff
Key Performance Measure 4	Acceptance by the staff of other operating units within the enterprise

Position Remuneration:

Package will be advised at interview, and is competitive in the industry.

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