

JOB DESCRIPTION

Job Title: Product Specialist

Department: Retail

Reports to: Store Manager/Assistant Store Manager when applicable

Role Overview

To provide our customers with an enjoyable shopping experience and exceptional, personal customer service. Takes every opportunity to **maximise** sales using a wealth of product knowledge, sales and service techniques. Acts as a role model and mentor to others.

Main Duties and Responsibilities

Customer Service Excellence

- Embraces every opportunity to ensure the customer has an enjoyable shopping experience and exceptional, personal customer service
- Builds relationships with customers which engages them and encourages brand loyalty
- Is totally dedicated to customer satisfaction and strives to find the best solution for the customer every time
- Able to adapt own personal style to meet a range of customers needs
- Applies the 'Advise & Surprise' techniques and principles at all times
- Maintains fitting rooms and other customer areas to the highest standards at all times

Product Knowledge

- Works enthusiastically to build on their wealth of product knowledge, with particular focus on home and furniture
- Creates opportunities to share this product knowledge with customers in a manner that will appeal to their life style and help them to make the right buying decisions
- Continually strives to keep up to date with all seasonal product updates, with a particular focus on home and furniture
- Actively seeks to acquire product information from relevant business experts and shares knowledge with the store team and the wider retail team as appropriate
- Works with the store management team to organise and deliver product training sessions in order to cascade own knowledge and expertise with the team for the benefit of further improving customer service and sales

Driving sales:

- Is able to uncover the customers needs through natural conversation and a genuine desire to help the customer
- Creates opportunities to introduce additional products that compliment the customers choices
- Is motivated to achieve goals and targets without compromising on the quality of service
- Keeps up to date with competitor activity and has good industry knowledge
- Sets high personal goals, regularly reviews targets, achievements and opportunities
- Uses all business channels to ensure the customer's needs are met
- Actively promotes other channels, anticipating customers future needs
- Informally promotes the 'Personal Shopping Service' at every opportunity

Person Specification

Essential skills and personal attributes:

- Strong selling skills
- Exceptional product knowledge, with a particular strength in 'home' and furniture
- Enthusiastic, confident and organised
- Exceptional conversational skills
- Able to communicate with fluent, lucid and grammatically correct English when dealing with customers face to face, over the telephone and in written form.
- Able to build rapport early on, in any contact with customers, stakeholders and business partners
- Strong commercial awareness
- Good time management, successfully able to handle multiple demands and competing priorities
- Acts as a role model to others
- Is totally dedicated to customer satisfaction
- Understands and able to apply our brand values
- Has the ability to maintain professionalism under all circumstances
- Works effectively and efficiently alone and in the team

Note: This outline is to be used as a guide only. Changes in this Job Description may occur as the business changes and grows.