

## JOB DESCRIPTION

**Job Title:** Sales Advisor

**Department:** Retail

**Reports to:** Store Manager/Assistant Store Manager/Supervisor

### Role Overview

Maximise sales and provide excellent customer service while adhering to all company standards, policies and procedures. Represent The White Company to the highest standards in all daily activities.

### Main Duties and Responsibilities

#### Customer Service:

- To provide excellent customer service and surpassing customer expectations at every opportunity;
- To identify customer needs and answer product related questions. Be able to respond to queries on product's price, features and benefits;
- To ensure that all customers' mail orders are completed efficiently and on time;
- To take every opportunity to capture customer data in order to expand TWC database and encourage customer loyalty;
- To be able to resolve customer complaints promptly and successfully by investigating problems, developing solutions and making appropriate recommendations to the management;
- To be prepared to walk extra mile for all TWC customers.

#### Driving the Sales:

- To maximise every selling opportunity to achieve store and individual sales targets and KPI indicators;
- to optimise product knowledge to the best advantage in recommending and drawing customer's attention to the products in order to provide second to none customer service and maximise selling opportunities;
- "Advise and Surprise" to ensure that we are encouraging our customers at every opportunity to purchase more products.

#### Team Work:

- To attend and participate in store meetings and training sessions as required by your manager;
- To ensure that good communication with your colleagues is maintained;
- To foster a team working attitude and be open to constructive feedback;
- To offer help and support to other colleagues when needed or asked by the managers.

#### Maintaining Company's Standards:

- To enhance and maintain brand standards on visual display and merchandising, cleanness and general housekeeping standards;
- To adhere to company's dress code and appearance policy and conduct as outlined in the Employee Handbook and company's policies and procedures;
- To follow TWC policies and procedures to maintain the security of stock, customer records and cash handling;

- To ensure that time keeping, attendance and lateness is in line with company's policies and procedures;
- To be aware of Health & Safety requirements in the store and communicate all potential issues risks to the Store Manager.

## **Person Specification**

### **Essential skills and personal attributes:**

- Understand and be able to apply our brand values;
- To be approachable and available to assist our customers with their shopping experiences;
- The ability to deal with the management team;
- Enthusiasm and commitment to always provide excellent customer service;
- Willing to adapt and take on new challenges;
- Strong selling skills;
- Always presents a professional image;
- Successfully able to handle multiple demands and competing priorities;
- The ability to maintain professionalism under all circumstances;
- Works effectively and efficiently alone and in the team;
- Prepared to go extra mile when needed;
- Seeks opportunities to be proactive;
- Has a passion for excellent customer service;
- Demonstrates respect and politeness and regularly exceeds customer expectations;
- Good interpersonal and communication skills.

### **Desirable skills and personal attributes:**

- Demonstrate retail sales experience in a customer focused environment.

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