



## **SALES ASSOCIATE JOB DESCRIPTION**

### **Objective**

The main objective of a person working as sales associate is to sell sewing and embroidery machines, their accessories and notions. This individual needs to be sales oriented and customer focused.

Sales associate is usually the first person a customer meet when come in the store. Is expected to create and maintain a long-term relationship with the customers in order to achieve sales goals and represent the store in a positive manner while ensuring recurring business. Is also responsible for assisting customers with choices and provide information about the product in question.

A sales associate need to operate cash register once a sale has been made. Is also expected to manage inventory and stock shelves. Is also required to price products and update shelves when a new product comes in or if the price of any item changes.

Sales associates work closely with customers, which is why they need to be able to resolve their complaints in a satisfactory manner. Provides customers with product knowledge in terms of features and warranty along with any special discount or deal that the product holds. They should maintain the visual appearance of the store by managing store displays.

The successful candidate will be able to elevate company standards, achieve sales goals and meet clients' expectations.

### **Job Description**

- Ensures high levels of customer satisfaction through excellent sales service
- Assess customers needs and provide assistance and information on product features
- Recommends machine based on individual requirements
- Advise customers on utilization and care of machines, accessories and notions
- Provides advice to clients regarding particular products or services.
- Explains the use and advantage of brand to customers
- Answers customers' queries and concerns. Deals with customer complaints
- Shows the live working of sewing and embroidery machines
- Build productive trust relationships with customers
- "Go the extra mile" to drive sales
- Quotes prices and discounts as well as credit terms, trade-in allowances and warranties
- Handles payment through cash, check and credit cards. Balance cash registers with receipts
- Assists in display of merchandise. Maintain in-stock and presentable condition assigned areas. Attach price tags to items on the shop floor
- Keeps the store tidy and clean daily
- Creates, Maintains and updates sales records for internal controls as per procedures in place.
- Team up with co-workers to ensure proper customer service
- Report problems and discrepancies to the supervisor

## Requirements

- Two years of sales experience, preferred but not required
- Sewing/Embroidery knowledge or the willingness to learn while having fun on the job.
- Basic understanding of sales principles and customer service practices
- Proficiency in English, Spanish desirable
- Have Enthusiasm and Passion for helping customers
- Ability to create an inspiring environment for customers
- High School Diploma or equivalent
- Must be proactive, self-directed and have excellent organizational, interpersonal, and verbal and written communication skills.
- Good phone and e-mail etiquette
- Pay attention to detail
- General Math Skills
- Must be proficient in Microsoft Office, including Word and Excel. Experience with POS.
- Ability to multi-task in a fast-paced environment
- Great leadership, training and team building skills
- Ability to work in a team-oriented environment
- Ability to work a flexible schedule
- Ability to lift equipment up to 50 lbs., climb a ladder on a regular basis, while taking appropriate precautions for safety
- Maintain our Strong Store Standards...demos, cleanliness, signage, safety, etc.
- Must maintain smart dressing and appearance

This job description is intended to describe the general nature of the work team members can expect within the job classification. It is not a comprehensive inventory of all duties, responsibilities and qualifications required for this position.