

## **Sales Associate Job Description Template**

### **Job Overview**

We are looking for a sales associate who would be responsible for helping customers in their buying process. The candidate we are looking for should be results driven, and responsible for generating leads and closing sales. You should be able to resolve customer issues easily as well as ensure maximum customer satisfaction. You will be required to stay up to date with all product features and specifications and maintain the store's visual presentation in high standards. You would be required to make sure that the customers/ guests have a pleasant shopping experience.

### **Job Responsibilities for a Sales Associate**

As a Sales Associate, you would be responsible to address customer complaints and turn a frustrated customer into a happy customer while adhering to the company's policies. As our Sales Associate, your main responsibility would be to drive our business success and increase sales. The ideal candidate must be passionate and motivated to join the sales team and maintain the presentation of the sales floor.

- Greeting and welcoming customers into the store
- Ensuring high level of customer service and satisfaction
- Managing financial transactions and operating cash registers as well as balancing drawers
- Referring products and required product features to potential customers
- Explaining various solutions while aligning with their pain points
- Identifying buyer personas
- Building and maintaining good customer relationships
- Working in collaboration with marketing team to ensure efficient selling of products and services
- Conducting market research to analyse and understand customer needs and wants
- Preparing report to present any required data
- Complying with and maintaining inventory control procedure
- Attending sales educational webinars and events
- Possessing superior and sufficient product/service knowledge
- Directing customer in store to purchase merchandise/use service
- Handling returns and exchange of various merchandise
- Suggesting ways to improve sales and performance of the business

### **Sales Associate Salaries**

- A person working as a Sales Associate earns USD 29,892 on average per year.

- The exact salary is however dependent on the company, location and nature of the employer's business

### **Sales Associate Job Qualifications**

The basic qualifications required to be considered for the position of a Sales Associate include:

- Either a Bachelor's degree in Business Administration, or relevant field
- Master degree in a similar discipline preferred
- Prior demonstrated experience of at least 1 to 2 years as a Retail Sales Associate, Sales Representative
- Positive Attitude

### **Sales Associate Skills Required**

A Sales Associate needs to possess a variety of skills in order to be successful in the work environment - they include both job related technical skills as well as interpersonal traits.

- Understanding of sales principles and various customer service practices
- Knowledge of customer and market requirements
- Ability to overachieve sales quota
- Great command Of, CRM and BRM tools
- Experience with telemarketing and digital marketing
- Proficiency in English for ease in conversation
- Ability to stand and walk for long periods of time
- Having hands on experience in POS transactions
- Understanding of inventor procedures
- Accuracy and attention to detail
- Drive to learn and pick up new skills
- Proven record in successful closure of deals
- Solid communication and interpersonal skills
- Basic mathematical skills required
- Handle customer complaints and queries on time
- Should have empathy to understand consumer queries a lot bbet
- Should be a quick learner
- Work in cross-functional teams to understand product improvements
- Knowledge of the various industry practices
- Meticulous and diligent attributes
- Ability to with professionalism and integrity
- Excellent people and managerial skills
- Excellent communication and interpersonal skills

### **What to expect as a Sales Associate**

To be a sales associate, you must have excellent communication and problem solving skills. Here's what you can expect in this role:

- A professional appearance
- The ability to stand and walk for long periods of time
- Superior product knowledge
- Expert advice from professionals in the field and industry
- Opportunity to manage time and multitask efficiently