



POSITION DESCRIPTION

POSITION DETAILS	
Position Title	Sales Assistant - Retail
Reports to (Position Title)	Team Supervisor
Department / Division	As assigned
Nature & Number of Direct Report	Nil
Nature & Number of Indirect Reports	Nil
Date	April 2018

PURPOSE STATEMENT

This role is focused on contributing to the overall success of the business by maximising sales, profitability and providing quality customer service.

The primary purpose of this role is to:

- Deliver exceptional customer service to customers, assisting customers in choosing products according to their needs, budget and outcomes sought
- Provide technical information on products in the department, across features & benefits and price ranges
- Answer questions and queries from customers and make recommendations where appropriate
- Replenish stock in department, ensuring appropriate and attractive presentation in all merchandise displays, including correct ticketing, to maximise sales potential
- Maintain a safe, clean and tidy working environment

KEY ACCOUNTABILITIES OF POSITION	
Accountability Description	Measure
1. Customer Service	<p>Ensure customers feel they are the number one priority</p> <ul style="list-style-type: none"> ▪ Always acknowledge customers with a smile or greeting ▪ Answer customer enquiries and seek assistance when necessary ▪ Make enquiries as to the customer's project, provide specific product knowledge and give advice on the most suitable product for their circumstances ▪ Apply the sales principle of <u>GREAT</u> at all times <ul style="list-style-type: none"> Greet the customer Respond to them Explain the features & benefits Ask for the Sale / add-ons Thank them ▪ Understand and deliver on the Mitre 10 Price Promise ▪ Understand and deliver the Easy As customer experience throughout the store ▪ Understand and drive the Customer Centred Service and 'Voice of the Customer' culture throughout the store ▪ Following the appropriate business brand standards and applicable manuals ▪ Multi-skill/cross train in different departments to increase your level of knowledge and experience, enabling you to deliver exceptional service to customers whichever department you are assigned to

2: Sales Technique and Management	Apply effective selling techniques to maximise sales <ul style="list-style-type: none"> ▪ Use a combination of selling techniques to positively promote products and to advise customers of special promotions on offer ▪ Use appropriate techniques to close the sale ▪ Keep up-to-date with your department's progress towards targets ▪ Read catalogues and product labels to familiarise yourself with all product lines including promotional products ▪ Maintain an awareness of promotion dates ▪ Familiarise yourself with all stock items within your assigned department and know their features and benefits
3: Stock Management	Be actively involved in stock processes as required for your assigned department <ul style="list-style-type: none"> ▪ Deal with faulty goods returns and credits as per procedure manual, ensuring their safe handling and relocation to the appropriate department ▪ Process customer orders and branch transfers as required, following company procedures ▪ Perform stock take procedures accurately and efficiently ▪ Put stock away as soon as it arrives from stock room ▪ Ensure stock is correctly priced and labelled ▪ Regularly check stock levels and notify any shortages / surpluses or product requests and arrange for stock to be re-ordered as requested ▪ Identify high moving lines and poor sellers and discuss with your line manager ▪ Display stock according to merchandising guidelines and instructions from your manager and in a manner which keeps shrinkage to a minimum ▪ Ensure stock rotation on items with expiry codes
4: Merchandising	Maintain high merchandising standards for your department <ul style="list-style-type: none"> ▪ Keep stock and shelves clean tidy and faced-up at all times ▪ Keep aisles clear and safe ▪ Use appropriate merchandising techniques to display stock ▪ Keep departmental displays and end caps looking full ▪ Ensure all price tickets / labels are current and accurate ▪ Notify your Manager of any damage to, or deterioration of stock, fittings, fixtures and the building in general ▪ Assist with in-store organisation for promotions ▪ Ensure your designated work area is ready for business at all times
5: Security	Maintain full awareness of your surroundings at all times with regard to security issues <p><i>When working on checkouts:</i></p> <ul style="list-style-type: none"> ▪ Keep registers closed and secure at all times except when processing a transaction ▪ Ensure cash levels within registers do not exceed the specified limit ▪ Be constantly vigilant of people around the register area and report any suspicious characters or security concerns immediately to duty management ▪ Report anyone who attempts to offer you a bribe in return for allowing goods to pass through the checkout without being scanned ▪ Adhere to company cash handling / transaction processing procedures at all time <p><i>At all other times:</i></p> <ul style="list-style-type: none"> ▪ Maintain an awareness of those people that present a shrinkage risk to the store ▪ Following the Customer Centred Service training to acknowledge every customer in store - to act as a deterrent for those who are acting suspiciously ▪ Be vigilant at all times to reduce theft

6: Compliance Management	<p>Understand and adhere to all compliance requirements, internal & external, that govern the Company's activities</p> <ul style="list-style-type: none"> ▪ Comply with the stores Policies and Procedures ▪ Comply with all Health & Safety guidelines and procedures ▪ Maintain knowledge of the necessary legislative governances i.e. Fair Trading Act, Consumers Guarantee Act etc., and act in accordance with them ▪ Comply with Mitre 10 Policies and Procedure and Operational Brand Standards
7: Self-Management and Other Duties	<p>Project a favourable Company image through personal appearance, knowledge & attitude</p> <ul style="list-style-type: none"> ▪ Wear a clean and well-presented Company uniform ▪ Ensure your name badge is worn at all times ▪ Have a positive attitude with a willingness to help ▪ Actively participate in training provided ▪ Multi-skill/cross train in different departments to increase your level of knowledge and experience, enabling you to deliver exceptional service to customers whichever department you are assigned to ▪ Fulfil other duties as required ▪ Assist in customer service in store as required ▪ Actively participate in training on ways to increase sales through stock availability such as, GAP Management, Stock Takes, Negative Stock and Bin Location processes
8. Health and Safety	<p>Demonstrate safe behaviours and make sure that you and others are kept healthy and safe at your place of work</p> <ul style="list-style-type: none"> ▪ Always be aware of health and safety risks. Take 10 seconds to pause and assess the risks before starting any work. If anything is different, dodgy or dangerous then get this sorted out – speak to a manager if you need assistance ▪ Follow safe work practices, standard operating procedures, rules and instructions ▪ If there is something you don't know, or if you have any health and safety concerns, ask your manager or one of the health and safety team ▪ Only use equipment or do tasks you have been trained and are authorised for ▪ Use all safety gear (including PPE) that is needed for the task ▪ Maintain a clean and orderly work area ▪ Be in a fit mental and physical state to do your job ▪ Report all injuries, incidents or anything unsafe (hazards) immediately ▪ Contribute to the overall safety culture by voicing your ideas and suggestions and developing solutions on health and safety performance and get involved with safety improvement activities ▪ Help others to be safe at work ▪ Participate in Return to Work plans if and when applicable

WORKING RELATIONSHIPS	
Frequent People Contact	Nature of Contact and Why
Internal / External customer	<ul style="list-style-type: none"> ▪ Deliver excellence in customer service acting in the best interests of the company ▪ Communicate with people and carry out agreed solutions.
Suppliers and Company Reps	<ul style="list-style-type: none"> ▪ Create and maintain a professional, friendly working relationship, sharing information as needed
Reporting Manager and/or Supervisor	<ul style="list-style-type: none"> ▪ Manage all issues as arising, maintain open communication channels and report progress

POSITION HOLDER SPECIFICATIONS		
Qualifications required	<ul style="list-style-type: none"> ▪ Must be physically fit and capable ▪ No restrictions on lifting or handling ▪ Ability to work on feet for several hours at a time 	
Total years of experience required	None required for entry level	
Technical skills required	<ul style="list-style-type: none"> ▪ Basic computer knowledge ▪ Product knowledge is required for 'Expert' level 	
Competencies required (see detail on chart below)	Working with Others	<i>Collaboration, openness, communication, teamwork, celebrating success, values based, supporting and encouraging others, building rapport, ensuring understanding</i>
	Focusing on Customers	<i>Customer focus (internal and external), knowing the industry and competition, business acumen, accountability, managing relationships</i>
	Seeing things differently	<i>Adaptive & flexible, dealing with ambiguity and complexity, innovation, creativity, continuous improvement, embracing change</i>
	Driving for results	<i>Planning & organising, influencing, meeting deadlines, accountability, goal/objectives setting, decision making, problem solving, prioritisation, perseverance, success focus, initiative</i>
	Leading by example	<i>Personal development and improvement, interpersonal skills, confidence, trustworthiness, integrity, honest, showing initiative, flexible and adaptable, positive, accountability</i>
	Understanding me	<i>Motivators, resilience, enthusiasm, self-awareness, emotional intelligence (EQ), personal values, curiosity & willingness for learning, open to feedback, self-improvement and development, career ambition / aspirations, composure, patience</i>
	Demonstrating Expertise	<i>Technical skills, knowledge, expertise & competence, financial awareness, software skill, technical learning, value add</i>

'Working with Others'	'Focusing on Customers'	'Seeing things Differently'	'Driving for Results'	'Leading by Example'	'Understanding Me'	'Demonstrating Expertise'
<i>Collaboration (working with others), openness, communication, teamwork, celebrating success, values, supporting and encouraging others, building rapport, ensuring understanding</i>	<i>Customer focus (internal & external), knowing the industry and competition, business acumen, accountability, managing relationships</i>	<i>Adaptive & flexible, dealing with ambiguity and complexity, innovation, creativity, continuous' improvement, embracing change</i>	<i>Planning & organising, influencing, meeting deadlines, accountability, goal/objective setting, decision making, problem solving, prioritisation, perseverance, success focus, initiative</i>	<i>Personal development and improvement, interpersonal skills, confidence, trustworthiness, integrity, honesty, showing initiative, flexible and adaptable, positive, accountability</i>	<i>Motivators, resilience, enthusiasm, self-awareness, Emotional Intelligence (EQ), personal values, curiosity & willingness for learning, open to feedback, self-improvement and development, career ambition / aspirations, composure, patience</i>	<i>Technical skills, knowledge, expertise & competence, financial awareness, software skills, technical learning, value add</i>
<ul style="list-style-type: none"> You put team goals first and like to share information, ideas and suggestions in a respectful way. You listen to others and consider their ideas and opinions, even if they are different from your own; you know that everyone is different and that's a good thing. You treat others as you would like to be treated, or better. You're good at getting your ideas and feedback across (verbally or in writing) using simple language that everyone will understand. You ensure you're giving the right message to the right people. You are comfortable asking questions and respectfully question if you think there is a better way. You enjoy what you do and celebrate success. You are proud to work for the Company and champion the 'Mitre 10 way' wherever you go. You use appropriate language for the people you are talking to so that they feel comfortable, valued and respected 	<ul style="list-style-type: none"> You enjoy connecting with our customers, making sure that you understand their needs. You always put the customer's needs before your own. You pride yourself on exceeding customer expectations, always striving to deliver a better service than last time. You understand that we operate in a highly competitive industry, and what we need to do to be better than our competitors. You know about the Company's long-term goal and you understand where we are going. You seek to understand how what you do in your role contributes to the Company's success. You understand how important confidentiality is, and you take responsibility for protecting our business and our customer's information. You always act with the customer in mind. You take action to eliminate causes for customer complaints, and take personal responsibility to resolve customer enquiries or complaints quickly. You understand, and apply, the concept of 'Customer Centred Service'; that everything we do is driven and paid for by the customer, and they are at the centre of all our decisions. 	<ul style="list-style-type: none"> You adapt to changes to your work environment and are willing to try new approaches rather than keep on with the status quo. You actively seek out opportunities to improve day to day processes and tasks, and are excited about new possibilities. You embrace change and pride yourself on improving your own efficiency by trying out different approaches. You don't accept things the way they are, finding new and innovative ways of doing them better, discussing and agreeing these new approaches with your manager in advance. You talk about your concerns and opinions about change in a constructive and positive way 	<ul style="list-style-type: none"> You're a hard worker and always committed, even when things get tough. You're enthusiastic and focus on the positive things You operate well at pace and are able to cope with pressure You act with a sense of urgency (quickly) and take personal accountability for meeting customer needs and our commitments to them. You think about options, weighing up pros and cons, and you involve others (within and outside your team) to make sure you've got the right information and take action. You follow up and follow through on everything you say will do. You use your initiative and pursue everything with energy, drive and a need to finish; you make decisions on time, under tight deadlines and pressure 	<ul style="list-style-type: none"> You're good at giving constructive, open feedback to others and you support your fellow team members When a new person joins the team, you help them with training and developing their skills; you demonstrate the right behaviours and follow the right work processes You're always honest and do what you say you will; you behave in a consistent and reliable way You take responsibility for your actions even when things go wrong, by suggesting alternative solutions and recommending a course of action to your supervisor / manager You're proud of Mitre 10 and are a role model for our values You maintain your composure and cope well under pressure You know that your attitude leads your behaviour; which in turn leads our customers' attitudes and behaviours. You always stay positive, friendly and helpful, even when the going gets tough. 	<ul style="list-style-type: none"> You don't give up easily, especially in the face of resistance or setbacks, looking at alternative ways to get the desired outcome You look for feedback from others and respond constructively to it; you don't over-react to criticism and take on feedback. You seek opportunities to play to your strengths You regularly look at your own development needs and take steps to bridge any gaps; you take responsibility for your own personal growth and development and recognise that in order to grow, you need to try different things You think about how your behaviour affects others and change your behaviour if necessary You recognise that the business is constantly evolving and that your personal development also needs to continue for you to keep pace with the business 	<ul style="list-style-type: none"> You complete your work tasks to a satisfactory level and enjoy getting the best result You require only minimal supervision and occasional review from your manager You apply your own experience and knowledge to resolve problems and new issues to achieve a successful outcome You bring a range of suggestions and possible solutions to your supervisor / manager when there is a problem You share your knowledge and experience with those around you You are recognised as the 'expert' or 'champion' in your area, and pride yourself on being able to answer customers questions You're keen to learn new skills and improve your knowledge so that you can help customers have a great shopping experience. You seek out possible training or learning solutions.