



REF / TITLE

**P.D. 4.1.1.17
RETAIL SALES ASSOCIATE****POSITION DESCRIPTIONS**

BY / APPROVAL

J. McKenzie

REV / DATE ISSUED

Rev 1.4 Jan. 16, 2006.

Position: Retail Sales Associate

Reports to: Store Manager

Responsibility Level: IV

Purpose of the Position: The Retail Sales Associate is generally accountable for facilitating sales of office supplies and furniture to customers through exceptional service and customer relations.

Nature and Scope:

This position is one of six reporting to the Store Manager. The other five positions are Assistant Store Manager, Postal Outlet Supervisor, Postal Outlet Staff, Copy Centre Supervisor, and Key Operator. There are no positions reporting to the Sales Associate.

Key internal contacts include the Store Manager, the Director of Retail, Customer Service Representatives, Purchasers, and Distribution Centre staff. In addition to working closely with the Store Manager on typical supervisory matters, the Associate keeps the Manager informed of the status of important sales activities, including special promotions, inventory deficiencies, etc. The Manager is also consulted to help resolve serious customer complaints and provide increased authorization, when required. The Director of Retail and the Associate periodically review issues relating to product details and service levels. Customer Service representatives and Distribution Centre staff are frequently contacted regarding back orders, shipments status and product problems.

External contacts are mainly with customers and vendors. Customer service is a top priority for the Representative and involves greeting them, determining their needs, explaining product details and capabilities, and handling payment transactions. Vendors are occasionally consulted regarding faulty products and service issues.

A major challenge of the job is selling furniture.

This is a challenge because furniture is relatively more expensive and complex in nature than office supplies, so obtaining sufficient product knowledge is difficult. Not all stores have all the office equipment on site, making it particularly challenging to sell something the customer cannot see and touch.

In order to meet this challenge the Associate develops his/her understanding of product details. He/she knows where customers can view these products if they are not at his/her store, and checks catalogues and vendors to verify the furniture's features and benefits. The Associate may also refer the customer to another store where they can see and try the product.



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Specific Accountabilities:

The Retail Sales Associate is specifically accountable for:

1. Providing excellent customer service and developing customer relations
2. Maintaining the store's inside appearance and inventory in a presentable, clean and tidy manner
3. Keeping informed of products and promotions details, and other relevant matters affecting sales
4. Following up on customers' special requests for product and services
5. Accurate processing of sales to prevent point of sale errors or omissions



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Qualifications:

Exceptional skills in working with other staff in a team atmosphere. Must be well groomed and have good organizational skills. Must be flexible in terms of working hours, have a good memory for codes and be able to handle basic merchandising. Also must have successfully completed Grade 12, and in particular have strong math skills. An ability to work in an environment that can be very hectic, involving a wide range of customers' requests for service.

Salary Range: Salary commensurate with experience.