

Retail Store Sales Assistant

A retail store sales assistant is someone who's primary role is to sell products directly to consumers within our stores. They also assist the Retail Store Manager with day-to-day duties as required. A retail store sales assistant will typically greet and welcome a customer in a friendly and engaging manner, then proceed to help them find what they are looking for in the store. They will often explain the benefit of the merchandise in order to help the customer make a decision to purchase. Being aware of promotions, sales and availability of stock for each store item is necessary in order to best serve the customer, and knowledgeable suggestions can help increase sales and build a good rapport for future business. Customer service and sales are the number one priority and new employees will receive on-the-job training in order to efficiently serve the customer and make them feel welcome and eager to purchase the store's merchandise.

These include, but are not limited to:

- try to figure out what a customer wants or needs by talking to or observing him or her and provide customer service to further the sale of products
- tell customers about product features and demonstrate their use, explain differences between different products
- answer questions about products, services and store policies
- look for individuals attempting to steal merchandise and report them to security personnel
- prepare sales entries or layby contracts, process payments for purchases
- set up and maintain merchandise displays
- maintain store cleanliness
- maintain health and safety standards

Key Skills

- Excellent customer service skills
- Excellent sales skills
- IT skills and Numerical skills
- Verbal communication skills
- Teamworking skills
- Resourcefulness
- Confidence
- Commercial awareness
- Attention to detail



Working as a Retail Store Sales Assistant – What Personal Attributes are Required

Successful retail store sales assistants are well rounded individuals, who possess a wide range of skills, and can demonstrate proficiency in providing customer service and achieving sales.

Hours of Work

Retail store sales assistants are engaged to work agreed hours each fortnightly roster. This may include evenings and weekends. Additional hours are expected with this position during peak trade conditions and leave cannot be taken during those times.

Remuneration

Wages and salaries are maintained in line with the relevant skills and designated employment level within the General Retail Industry Award 2010.