



EST 1887  
**SMYTHSON**  
OF BOND STREET

## Job Description

**Job Title** Sales Associate

**Reporting To** Store Manager

**Department** Retail

**Location** London

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### JOB PURPOSE

- ✓ reach and, where possible, exceed sales targets set
- ✓ provide thoughtful and discrete customer service in line with Smythson Customer Service standards
- ✓ have and maintain excellent, up to date product knowledge
- ✓ observe all Company, store and/or host store procedures, as required by the management team

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### KEY ACCOUNTABILITIES

#### Sales

- achieve or exceed sales targets on a consistent basis
- achieve or exceed conversion targets on a consistent basis
- discretely maximise sales opportunities with add on products and services

#### Customer Service

- understand and uphold the customer service culture at Smythson
- provide discrete and considered service to every customer, every time
- understand and anticipate each customer's needs and delight them with the service provided
- aim to exceed customer expectations
- ensure product knowledge is up to date, thorough and communicated effectively to customers
- refer complaints promptly to a manager or assistant manager
- consider colleagues as customers and afford them the same standards of service at all times

#### Operational

- ensure all store systems and operational procedures are followed accurately and as instructed by a member of the management team or their designate
- carry out duties in connection with store opening and store closing
- ensure the store and stock are impeccably presented at all times
- ensure merchandising is in line with VM standards and the commercial objectives of the store/concession
- participate in audits, counts, deliveries and stock control procedures as required
- observe till procedures and minimise stock/trading losses
- attend and participate in team and/or one to one meetings as required
- undertake product, customer service and any other training programs as necessary

#### Other

- comply with the Company dress code and be an ambassador for the Smythson brand at all times
- foster effective and positive working relationships with team members and managers
- be aware of and comply with all Company rules and procedures regarding the health & safety of employees and customers
- be aware of and comply with Company and Store Security systems and procedures, including submitting to random and routine bag/locker checks, upon request
- complete sign and return any forms promptly

- arrange holiday absence in accordance with Company procedures to ensure adequate shop floor coverage at all times
- any other reasonable duties as may be assigned to you by the Company from time to time

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#### **KEY SKILLS AND EXPERIENCE REQUIRED**

Job holders will be successful and commercial individuals with a well rounded background in retailing, luxury goods retail or other service industries. They will be able to demonstrate;

- experience of one-on-one customer service and/or sales environments
- appreciation of bespoke sales and high-priced sales transactions
- willing and pro-active, with a 'can-do' approach
- excellent communication skills
- impeccable personal presentation, good manners and diplomacy, even when under stress
- Second languages a distinct advantage, especially Japanese, Chinese, Russian, Arabic and/or any European language

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#### **SIGNATURES**

Agreed by Job Holder \_\_\_\_\_ Date  
(Name)

Agreed by Line Manager \_\_\_\_\_ Date  
(Name)