

# JOB DESCRIPTION

## SALES ADVISOR



Job Title:	Sales Advisor	Reports to: Store Manager
Department:	Retail	Location: In-store
Direct Reports:	None	
Job Purpose:	To provide exceptional customer service and play your part in achieving store targets.	
Key Responsibilities	<p><b>Customer</b></p> <ul style="list-style-type: none"> <li>• Create a relaxed, friendly, welcoming customer focussed environment</li> <li>• Offer excellent product knowledge and recommendations</li> <li>• Encourage our customers to explore our product range to ensure they purchase the perfect product for them</li> </ul> <p><b>Operations</b></p> <ul style="list-style-type: none"> <li>• Comply with all Food Safety and Health and Safety legislation</li> <li>• To be aware of, and achieve, your daily sales targets</li> <li>• Follow company policy and in store procedures</li> <li>• Confident in the use of all till operations</li> <li>• Responsibility for completion of your daily activities which includes: <ul style="list-style-type: none"> <li>○ Customer service &amp; sales</li> <li>○ Front and back-of-house cleaning</li> <li>○ Unpacking deliveries and stock management</li> <li>○ Depositing cash at the bank</li> <li>○ Carrying out in-store and on the street tastings</li> </ul> </li> <li>• Reading and actioning handover notes and other communications and updating colleagues as appropriate</li> </ul> <p><b>Product</b></p> <ul style="list-style-type: none"> <li>• Responsible for ensuring that you acquire and maintain excellent product knowledge</li> <li>• Offer customers the opportunity to taste and sample our products</li> </ul> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• Build good working relationships with your colleagues</li> </ul>	
KPIs	<b>Store targets:</b> Conversion, ATV, SPH, Data capture, Sales	
Relationships:	<b>Internal:</b> Store team, Retails Ops team <b>External:</b> Customers	
Experience, Skills & Competencies:	<ul style="list-style-type: none"> <li>• Be able to demonstrate successful team work</li> <li>• Able to use initiative and be willing, occasionally, to lone trade</li> <li>• Be able to engage our customers in product conversations</li> <li>• Previous experience in a customer facing role is an advantage</li> <li>• Commitment to ongoing development</li> </ul>	

Whittard Values: to be demonstrated by all

