

JOB DESCRIPTION

SENIOR SALES ADVISOR



Job Title:	Senior 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. You'll support the store management team with all aspects of day-to-day store operations and as a key holder you would lead the store in the absence of the Store Management team.	
Key Responsibilities	<p>Customer</p> <ul style="list-style-type: none"> • Create a relaxed, friendly, welcoming customer focussed environment • Offer excellent product knowledge and recommendations to our customers • Encourage our customers to explore our product range to ensure they purchase the perfect product for them <p>Operations</p> <ul style="list-style-type: none"> • Comply with all Food Safety and Health and Safety legislation • To be aware of, and achieve, your sales targets • Encourage your colleagues to achieve their own and store sales targets • Follow company policy and in store procedures • Confident in the use of all till operations • Responsibility for completion of your daily activities which includes: <ul style="list-style-type: none"> ○ Customer service & sales ○ Front and back-of-house cleaning ○ Unpacking deliveries and stock management ○ Depositing cash at the bank • Reading and actioning handover notes and other communications and updating colleagues as appropriate • To follow store opening and closing procedures including <ul style="list-style-type: none"> ○ being a key holder ○ adhering to cash management processes. <p>Product</p> <ul style="list-style-type: none"> • Responsible for ensuring that you acquire and maintain excellent product knowledge • Offer customers the opportunity to taste and sample our products <p>People</p> <ul style="list-style-type: none"> • Build good working relationships with your colleagues 	
KPIs	Store targets: Conversion, ATV, SPH, Data capture, Sales	
Relationships:	<p>Internal: Store team, Retail Ops team</p> <p>External: Customers</p>	
Experience, Skills & Competencies:	<ul style="list-style-type: none"> • Be able to demonstrate successful team work • Able to use initiative and be willing, occasionally, to lone trade • Be able to engage our customers in product conversations • Previous experience in a customer facing role • Previous experience as a key-holder, carrying out open/close procedures. • Commitment to ongoing development 	

Whittard Values: to be demonstrated by all

