



Elements for Life and Home

## Sales Manager Job Description

In our customer-focused retail establishment, the sales manager is responsible for uniting and motivating the sales team and dedicated to helping others be successful. Duties and abilities of this position may include, but are not limited to:

### **Staff Management**

- Ability to prioritize and effectively manage time.
- Supervise and direct sales associates to keep them on task, productive and accountable.
- Communicate with sales associates about customer service.
- Train and develop team members.
- Coach, mentor and provide feedback to team members.
- Maintain the work schedule and ensure that all hours are covered.
- Communicate any updates with staff to best serve our guests.
- Maintain a positive attitude.
- Possess the ability to multi-task.

### **Sales Goals**

- Work with store owner to create strategy to achieve sales goals.
- Promote our organization and our products.
- Possess the ability to build relationships with peers and upper management.
- Work with social media manager to generate marketing ideas and evaluate effectiveness of strategies.
- Educate sales associates on new products, sales and events.
- Instruct team on cross-selling techniques throughout the store and at checkout.

### **Visual Merchandising and Shop Appearance**

- Keep the floor fully stocked. This means replacing from backstock in a timely manner.
- Make sure all seasonal items are out from backstock and displayed on the floor.
- Make sure displays are merchandised properly.
- Maintain a clean sales floor and orderly displays.
- Assist with merchandising of products in alignment with owner's direction.
- Maintain knowledge of all products.