

# JOB DESCRIPTION



## Job Details

Job Title: Showroom Trade Counter Assistant

## Organisation Chart

### Distribution Branch Manager

### Showroom/ Trade Counter Manager

### Showroom/ Trade Counter Assistant

(Local Variations may apply)

### Job Purpose

Maximise every sales opportunity and meet sales and profit targets as a minimum.

By focusing on every person that visits or contacts the Showroom / Trade Counter in a consistent and friendly manner following the agreed sales process to close every sale.

### Knowledge, Skills, Qualifications & Experience Required

- Educated to GCSE Standard desirable (inc Maths and English).
- Full driving license an advantage.
- Relevant product knowledge preferable.
- Able to demonstrate a strong sales focus.
- Organisational skills.
- Good commercial awareness.
- Previous experience within a merchanting or retail sales environment desirable.
- High degree of customer focus and the ability to develop strong customer relationships.
- Good numerical, communication and negotiation skills.
- Computer literate – Microsoft and Kerridge.
- Self-motivated and well organised.

## Key Result Areas

### SALES & CUSTOMER SERVICE:

- Serve customers politely and efficiently.
- Give customers appropriate advice and guidance on products and their use.
- Strive to exceed sales and profit targets.
- Use pro-active selling techniques to attract new customers and increase sales.
- Supporting sales promotion activities to promote product range and services.
- Consistently looking for additional sales.
- All Showroom displays are correctly merchandised and house-keeping is maintained to the highest standards.
- Ensure that adequate supplies of product literature, customer information and samples are available at all times.
- Deal with all customer enquiries to the showroom promptly, effectively and courteously.
- Resolve customer complaints satisfactorily in accordance with Company procedures, and ensure that unresolved complaints are passed immediately to your Showroom/Branch Manager.
- Negotiate prices with customers to achieve or exceed margin targets.
- Deal with all telephone communications promptly.
- Ensure that all customers are informed of trading terms and conditions.
- Process all cash transactions, refunds and till processes accurately and in accordance with Branch procedures.
- Manage all sales orders from stock ordering through to delivery/collection completion and final payments.

### GENERAL

- Maintaining awareness of competitor products and services offered and comparisons customers may make with the Company's product range and services.
- Promote the Company image by maintaining a smart and professional appearance at all times.
- Attend and participate in all meetings as requested by Showroom / Trade Counter Manger and/or Branch Manager.
- Maintaining and updating product information files, pricing, and product literature and supplier information.