Retail Sales Assistant Job Description

Duties and Responsibilities:

- Converse with customers to identify their purchasing requirement and assist in locating desired items
- Provide customers with essential product information, as well as offer them a demonstration of product features
- Direct or escort customers to appropriate aisles or store sections where they can find choice products
- Provide solutions or replies to address customers' problems or inquires
- Oversee the tagging of products to ensure correct prices are reflected
- Provide customers with after sales services and warranty agreements
- Monitor displayed products to facilitate replenishment of emptying shelves
- Oversee the upkeep, maintenance and general cleanliness of a store and it's premises
- Collect cash payments and process credit card transactions for the purchase of goods
- Evaluate stock inventory to determine the need for new shipments or product order
- Receive new shipments and ensure proper storage of excess stock
- Handle cases of product return, refund or exchange
- Maintain an up-to-date knowledge of store products and services in order to effectively conduct sales
- Upsell and cross sell in order to increase sales and maximize company profits
- Keep a watchful eye for shoplifters and pilferers to minimize risk of theft
- Work closely with retail sales managers to ensure sales targets are achieved.

Retail Sales Assistant Requirements – Skills, Knowledge, and Abilities

- Education and Training: To become a retail sales assistant, you require at least a high school diploma and a background in sales. Most employers provide on-the-job training in order to acquaint retail personnel with sales processes
- Customer Service Skills: Retail sales assistants are adept at courteously relating with customers to meet their requirements
- Communication Skills: They are able to effectively communicate with customers to identify their purchasing needs
- IT Skills: They are proficient in using computer systems to maintain customer profile and database.