

# Retail Sales Associate Job Description

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- Greet customers and determine their wants cum needs
- Discuss quality, type and number of merchandise required for a particular purchase
- Recommend merchandise based on the individual requirements
- Advise customers on care and utilization of merchandise
- Advise clients on any service or product they need information and help on
- Explain the advantage and use of merchandise to customers
- Answer customers' questions satisfactorily
- Demonstrate live how merchandise works
- Quote discounts, prices, as well as trade-in allowances, credit terms, delivery dates and warranties
- Assist in displaying merchandise
- Welcome customers by greeting; and offer them assistance
- Direct customers by escorting them to counters and racks, as well as suggesting items they could buy
- Advise customers on suitable goods to purchase
- Assist customers in making selection from the diverse range of products available
- Build customer confidence by offering them suggestions and opinions
- Document sales by creating and updating customer profile records
- Process card payments and cash
- Stock shelves with merchandise
- Answer queries from customers
- Report problems and discrepancies to the supervisor
- Give guidance and advice to customers on product selection.
- Balance cash registers with receipts
- Attend to customer refunds
- Keep the store tidy and clean by hovering and mopping it daily

- Deal with customer complaints
- Work with established rules, mostly with brands
- Attach price tags to items on the shop floor
- Be on the lookout for fraudulent credit cards, shoplifters, etc.