

# Retail Sales Representative Job Description

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## **Duties and Responsibilities:**

- Conduct the sale of goods/services to customers on behalf of a company
- Maintain good customer service decorum when attending to clients in an outlet or over a communication medium
- Provide an elaborate explanation of product features and characteristics
- Give a demonstration of product use/efficacy to customers as part of strategies to foster product dependability
- Assist clients in identifying and selecting products which meet their requirements and fall within a set budget
- Conduct price negotiations to reach a favorable bargain for both client and management
- Process payment of purchased goods/services and oversee the issue of transaction documents such as receipts and invoices
- Assist customers with the packaging and delivery of purchased products
- Contact customers to obtain consumer feedback and ensure client satisfaction with purchased products
- Aid clients in the resolution of product/services issues occurring after purchase
- Oversee the operation of cash registers and maintenance of balanced accounts
- Carry out the stocking and merchandising of products in a retail outlet to stimulate purchase
- Maintain an up-to-date knowledge of products and ensure sales operations are in accordance with government business policies and procedure
- Implement strategies that minimize risk of theft or security breach in a retail establishment

- Monitor product inventory to ensure needed stock is readily available
- Provide estimate of product quantity and cost.

### **Retail Sales Representative Requirements – Skills, Knowledge, and Abilities**

- Education and Training: The retail sales representative job doesn't require much formal education; with a high school diploma, you can apply for the job. Some employers may require sales representatives to possess a Bachelor's degree for the sale of technical products/services, although prior experience in the field of sales is more valuable
- Communication Skills: Retail sales representatives are able to interact with customers to identify their needs and help address issues
- Customer Service Skills: Retail sales representatives are skilled in highlighting the benefits and features of a product in a manner that indicates its capability to satisfy a customer, thus influencing purchase.