

Sales Advisor Job Description

Duties and Responsibilities:

- Oversee proper merchandising of stock on shelves according to product type or other criteria
- Meet with clients, make them sales offers and persuade them to make purchase
- Assist customers in locating and selecting products which best meets their requirements
- Take phone call orders and ensure reservation or delivery of booked products/services
- Create customer profile and input relevant information to ensure an up-to-date customer database
- Monitor display shelves to facilitate restocking of out-of-stock items
- Supervise janitorial personnel and ensure store environment is well-maintained, clean, and orderly
- Maintain daily cash balances and operate cash registers to ensure accurate accounts
- Listen to customer complaints and provide solutions to address their issues or challenges
- Maintain an up-to-date knowledge of products so as to be able to provide useful information to customers
- Collect cash payments and process credit/debit card transactions for product purchases
- Set and implement action plans for achieving set objectives
- Coordinate and manage the activities of sales personnel to ensure adherence to established customer service standards
- Handle customer inbound/outbound calls as well as forward and reply emails
- Receive new shipments and make provision for the storage of excess amount of stock.

Sales Advisor Requirements – Skills, Knowledge, and Abilities

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- Education and Training: To become a sales advisor, you require a minimum of high school diploma and several years of experience as a customer service or sales representative. Having a Bachelor's degree in a business discipline such as marketing or business administration on the other hand will increase your job prospects
- Computer Skill: Sales advisors are proficient in using computer systems to create and maintain an up-to-date customer database
- Communication Skills: They are able to relate with customers and sales personnel to communicate information useful in ensuring a satisfied clientele
- Persuasive Skill: They are adept at convincing customers to make purchases in order to maximize company profits.