

# Sales Associate Job Description

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## **Duties and Responsibilities:**

- Ensure customers are satisfied by providing excellent sales services
- Evaluate the needs of customers in order to provide useful assistance and product information
- Welcome customers with a smile and direct them to appropriate store sections or aisle
- Liaise with the customer service unit of a store to ensure buyers receive adequate attention and assistance
- Design and implement strategies to improve marketing, sales and customer base
- Handle return of merchandise and refund of payment
- Maintain an up-to-date knowledge of store products, promotional offers and daily deals
- Assist customers in selecting products that best meet their needs and requirements
- Build and establish positive relationships with customers to enhance patronage and increase clientele
- Comply with departmental action plans in order to achieve set objectives
- Oversee the processing of purchases, credit card transactions and collection of payment
- Oversee the tagging of merchandise and arrangement of items on the store floor
- Monitor inventory stock on display to facilitate replenishment of emptying shelves
- Ensure store premises are clean and neatly arranged to receive customers
- Set up promotional displays such as posters, mannequins and general season presentation materials.

## **Sales Associate Requirements – Skills, Knowledge, and Abilities**

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- Education and Training: The sales associate job doesn't require much formal education; with a high school diploma you can secure a job in this role. Employers usually train new recruits to acquaint them with necessary customer service and sales procedures
- Communication Skill: Sales associates are adept at effectively interacting with customers to identify their needs and to provide them relevant product information
- Persuasive Quality: They are well versed in convincing customers to make purchases in order to drive sales and maximize returns
- Customer service skill: They are able to courteously relate with buyers when conducting sales to ensure their requirements are met.