

Shoe Sales Associate Job Description

- Serve as company shoe ambassador and meet departmental goals
- Provide support for sales goals by helping to identify trends in sell-thru, style replenishment, product needs and best sellers, and stock rotation
- Promote sell thru by providing each customer with multiple options
- Reflect company's brand image and standards by adhering to standards and training guidelines
- Sell other company products in addition to shoes, such as apparel, whenever the opportunity presents itself
- Act as the store resources and authority on company shoe product knowledge
- Collaborate with back of house team and management to determine size and style needs of customers to support sell thru
- Observe selling ceremony and share the knowledge, in addition to product knowledge with the sales team for them to be able to give customers an amazing experience
- Provide sales team with knowledge of current inventory of shoes for them to be able to implement up selling and link selling strategies
- Create and keep an updated book on clients and strive to develop customer loyalty by actively engaging them
- Cultivate customers by sending relationship and courtesy emails, reactivating customers' membership, capturing compliance, inviting customers back to store, etc.
- Make sure selling floor is continually replenished and ready for customers all through the day
- Ensure shoes are well displayed to enhance sales and deliveries
- Ensure presence on the sales floor and busy at all times
- Ensure maintenance and tidiness of fitting rooms, and that merchandise is quickly replenished after selling it

- Apply visual techniques in ensuring store maintains the required company visual standards
- Ensure shoe stock is efficiently organized to support the department by partnering with the back of house team
- Provide assistance in the bi-annual inventory and mark down processes
- Take part in the pre-sale goals and achieve them.