



## JOB DESCRIPTION

**Job Title:** Account Manager  
**Responsible to:** Regional Manager

**Main Role:**

- To achieve and exceed retail sales and productivity targets according to company and corporate guidelines.
- To manage and motivate team members to achieve Company standards.
- To efficiently manage all aspects of your Account as necessary, including administration.
- To successfully implement ideas and methods of building business as agreed with the Company.
- To work on fragrance launches, promotions and work on outside events as required.
- To provide supreme service to the store and to customers.
- Report feedback and results to your Regional Manager and Head Office, providing accurate sales results.
- Act as a Company and brand ambassador and to represent the Company in a professional manner at all times.

Key Tasks	Performance Criteria
Achieve and exceed sales targets	<ul style="list-style-type: none"> <li>▪ Be a confident salesperson.</li> <li>▪ Achieve and exceed sales targets set by your RM.</li> <li>▪ Achieve and exceed counter sales targets set by RM.</li> <li>▪ Achieve AUS/ACP targets as agreed with your RM.</li> <li>▪ Effectively link-sell across all brands.</li> <li>▪ Effectively traffic stop in order to gain incremental sales.</li> </ul>
Training, product knowledge and selling skills	<ul style="list-style-type: none"> <li>▪ Maintain up-to-date product knowledge and exceptional selling skills.</li> <li>▪ Attend required training sessions and exercises.</li> <li>▪ Read and assimilate all training material.</li> <li>▪ Complete all quizzes and tests.</li> <li>▪ Discuss any additional personal or team training needs with RM.</li> </ul>
Effective planning and organisation of monthly rotas	<ul style="list-style-type: none"> <li>▪ Effectively plan monthly rotas in conjunction with RM (and team members as appropriate) to give high service level to store and to accommodate all business requirements.</li> <li>▪ Agree and update any changes with RM and store management.</li> </ul>
Ensure a well-trained, informed and motivated team as appropriate	<ul style="list-style-type: none"> <li>▪ Lead by example.</li> <li>▪ Set clear, measurable objectives.</li> <li>▪ Monitor and recognise achievements, as well as giving constructive criticism.</li> <li>▪ Offer training/sales assistance to store generic staff/agency/freelance staff to aid effective sales.</li> <li>▪ Support the Training Manager/RM to help identify training needs.</li> <li>▪ Communicate company/store information.</li> </ul>
Merchandising	<ul style="list-style-type: none"> <li>▪ Ensure all products are merchandised according to brand guidelines.</li> <li>▪ Ensure counters/tanks/shelving are cleaned and maintained.</li> <li>▪ Ensure availability and cleanliness of testers.</li> </ul>

# *Aspects* BEAUTY

	<ul style="list-style-type: none"> <li>▪ Ensure GWP's and additional items supplied are used and displayed as directed.</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>▪ Read and assimilate all sales and marketing material to maximise effectiveness and output.</li> <li>▪ Use store contacts to maximise opportunities.</li> </ul>
Relationships	<ul style="list-style-type: none"> <li>▪ Display a positive attitude towards the Company, the brands and store.</li> <li>▪ Develop a good relationship with store management and all sales staff, and use contacts to maximise opportunities.</li> <li>▪ Be reliable, courteous and committed.</li> <li>▪ Develop a good knowledge of individual store systems.</li> </ul>
Promotional and special event plans	<ul style="list-style-type: none"> <li>▪ In conjunction with RM, plan promotional activity and special and outside events in order to increase sales, customer recruitment and productivity.</li> <li>▪ To be evidenced by increased retail sales, achievement of targets and increased AUS and ACP.</li> </ul>
Account administration	<ul style="list-style-type: none"> <li>▪ Timely completion and submission of personal and account monthly paperwork to RM, Head Office and stores as appropriate.</li> <li>▪ Maintain up-to-date information in account files.</li> <li>▪ Complete all paperwork legibly and accurately, calculating figures and percentages accurately.</li> </ul>
Stock management	<ul style="list-style-type: none"> <li>▪ Management of stock levels in store to achieve retail targets (measured by zero out-of-stocks) and to maximize sales and productivity targets.</li> <li>▪ Undertake regular stock checks, with adequate collateral support.</li> <li>▪ Ensure sufficient stock for special events and promotions.</li> <li>▪ Immediate communication of problems to RM or National Accounts Manager.</li> </ul>
Communication	<ul style="list-style-type: none"> <li>▪ Maintain regular contact with RM.</li> <li>▪ Timely completion of daily, weekly and monthly reports and sales information and forwarded to end user(s).</li> </ul>
Market awareness	<ul style="list-style-type: none"> <li>▪ Maintain market awareness regarding information on developments in region, opportunities for distribution and expansion, competitive information and recruitment potential.</li> <li>▪ Awareness of opportunities for publicity, promotions, demonstrations and activity evidenced by a full and rich programme of in-store and external activity (to be agreed with marketing and in line with company strategy).</li> </ul>
Provide supreme customer care	<ul style="list-style-type: none"> <li>▪ Provide excellent customer service.</li> <li>▪ Positive communication skills with good diction.</li> <li>▪ Confident, flexible and motivated approach.</li> <li>▪ Friendly and outgoing.</li> <li>▪ Keep in touch with customers, ensuring they are informed of launches, promotions and special events.</li> </ul>

# Aspects

BEAUTY

Reflect company standards and image at all times

- Adherence to company grooming guidelines.
- Always wear uniform/ agreed promotional clothing.
- Maintain clothes, shoes, hosiery, etc, in good condition.
- Full make-up and manicure appropriate to company image.
- Hair clean and well groomed.
- Positive, flexible and motivated approach.
- Friendly and outgoing.
- Positive attitude to customers and colleagues.
- Ensure others within team adhere to company standards at all times.

Signature: .....

Name: .....

Date: .....