

Title: Consultant – Travel Retail

Responsible to: Regional Manager

Main Objectives:

- To achieve sales and productivity targets as set by the Company.
- To provide supreme customer care to the store and to customers.
- To successfully implement ideas and methods of building business as agreed with the Company.
- To effectively traffic stop in order to gain incremental sales.
- Work both independently and as a part of a team.
- 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"> ▪ Be a confident salesperson. ▪ Achieve and exceed the sales targets set by your RM. ▪ Achieve AUS/ACP targets as agreed with your RM. ▪ Effectively link-sell across all brands. ▪ To be present for the first day of any product launches/ promotions. ▪ To lead from the front in traffic stopping and customer approach to ensure all targets are achieved and customer service levels are at an optimum.
Training, product knowledge and selling skills	<ul style="list-style-type: none"> ▪ Maintain up-to-date product knowledge and exceptional selling skills. ▪ Attend required training sessions and exercises. ▪ Read and assimilate all training material. ▪ Complete all quizzes and tests within deadline. ▪ Discuss any additional training needs with RM.
Marketing	<ul style="list-style-type: none"> ▪ Read, assimilate and implement all sales and marketing material. ▪ Use store contacts to maximise opportunities.
Ensure correct stock and tester levels are available at all times	<ul style="list-style-type: none"> ▪ Undertake regular stock checks. ▪ Be able to use in-store systems to ensure that any stock issues are dealt with appropriately. ▪ Inform RM of any actions required.
Relationships	<ul style="list-style-type: none"> ▪ Display a positive attitude towards the Company, the brands and store. ▪ Provide excellent service to the store within which you work. ▪ Have a good knowledge of in-store systems and personnel.

	<ul style="list-style-type: none"> ▪ Develop a good relationship with store management and all sales staff and use contacts to maximise opportunities. ▪ Gather monthly in-store ranking info to consistently working towards company objectives ranking. ▪ Be reliable, courteous, and committed.
Merchandising	<ul style="list-style-type: none"> ▪ Clean counters, shelves, tanks, etc. ▪ Testers available and clean. ▪ Ability to follow merchandise guidelines correctly. ▪ To ensure counters/back wall looks the part in terms of Brand Owner expectations and be ready for store visits at any time. ▪ Additional items supplied by Company, used as directed. ▪ Full use of all diagnostic/advice material.
Provide supreme customer care	<ul style="list-style-type: none"> ▪ Provide excellent customer service. ▪ Positive communication skills with good diction. ▪ Confident, flexible and motivated approach. ▪ Friendly and outgoing. ▪ Keep in touch with customers, ensuring they are informed of launches, promotions and special events.
Effective traffic stopping	<ul style="list-style-type: none"> ▪ Approach customers with relevant focused products with a confident, motivated, but friendly attitude.
Market awareness	<ul style="list-style-type: none"> ▪ Maintain market awareness regarding information on in-store developments, competitor information and recruitment potential. ▪ 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).
Communication	<ul style="list-style-type: none"> ▪ Maintain regular communication with your RM. ▪ Regularly access the ABC website, extranet, Facebook page, and other social media to keep abreast of developments and information contained within.
Completion of personal and account administration as directed by the Company	<ul style="list-style-type: none"> ▪ Accurate and timely completion of monthly documentation. ▪ Neat and legible handwriting.
Reflect Company standards at all times	<ul style="list-style-type: none"> ▪ Adhere to Company dress code/grooming guidelines. ▪ Always wear uniform/agreed clothing. ▪ Maintain clothes, shoes, hosiery etc. in good condition. ▪ Full make-up and manicure. ▪ Hair clean and well groomed.

	<ul style="list-style-type: none"> ▪ Positive, flexible and motivated approach. ▪ Friendly and outgoing. ▪ Positive attitude to customers and colleagues.
Respect Employment Law and Health & Safety Requirements	<ul style="list-style-type: none"> ▪ At all times, respect and follow the employment laws relating to staffing, health & safety in the workplace and the company's duty of care to their employees.
Other Responsibilities	<ul style="list-style-type: none"> ▪ Carry out such related tasks as may from time to time be required commensurate with the post. ▪ From time to time, you may be required to escort visitors, new starters, or agency staffing.

I agree to the above job description:

Name.....

Signature.....

Date