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 represent the Company in a professional manner at all times.

Key Tasks	Performance Criteria
1. Achieve and exceed sales targets	▪ Be a confident salesperson. ▪ Achieve and exceed sales targets set by your RM. ▪ Achieve and exceed counter sales targets set by RM. ▪ Achieve AUS/ACP targets as agreed with your RM. ▪ Effectively link-sell across all brands. ▪ Effectively traffic stop in order to gain incremental sales.
2. Training, product knowledge and selling skills	▪ 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. ▪ Discuss any additional personal or team training needs with RM.
3. Effective planning and organisation of monthly rotas	▪ 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. ▪ Agree and update any changes with RM and store management.
4. Ensure a well-trained, informed and motivated team as appropriate	▪ Lead by example. ▪ Set clear, measurable objectives. ▪ Monitor and recognise achievements, as well as giving constructive criticism. ▪ Offer training/sales assistance to store generic staff/agency/ freelance staff to aid effective sales. ▪ Support the Training Manager/RM to identify training needs. ▪ Communicate company/store information.
5. Merchandising	▪ Ensure all products are merchandised according to brand guidelines. ▪ Ensure counters/tanks/shelving are cleaned and maintained. ▪ Ensure availability and cleanliness of testers. ▪ Ensure GWPs and additional items supplied are used and displayed as directed.

6. Marketing	▪ Read and assimilate all sales and marketing material to maximise effectiveness and output. ▪ Use store contacts to maximise opportunities.
7. Relationships	▪ Display a positive attitude towards the Company, the brands and store. ▪ Develop a good relationship with store management and all sales staff, and use contacts to maximise opportunities. ▪ Be reliable, courteous and committed. ▪ Develop a good knowledge of individual store systems.
8. Promotional and special event plans	▪ In conjunction with RM, plan promotional activity and special and outside events in order to increase sales, customer recruitment and productivity. ▪ To be evidenced by increased retail sales, achievement of targets and increased AUS and ACP.
9. Account administration	▪ Timely completion and submission of personal and account monthly paperwork to RM, Head Office and stores as appropriate. ▪ Maintain up-to-date information in account files. ▪ Complete all paperwork legibly and accurately, calculating figures and percentages accurately.
10. Stock management	▪ Management of stock levels in store to achieve retail targets (measured by zero out-of-stocks) and to maximize sales and productivity targets. ▪ Undertake regular stock checks, with adequate collateral support. ▪ Ensure sufficient stock for special events and promotions. ▪ Immediate communication of problems to RM or National Accounts Manager.
11. Communication	▪ Maintain regular contact with RM. ▪ Timely completion of daily, weekly and monthly reports and sales information and forwarded to end user(s).
12. Market awareness	▪ Maintain market awareness regarding information on developments in region, opportunities for distribution and expansion, competitive 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).
13. Provide supreme customer care	▪ 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.

14. 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.
15. Respect Employment Law and Health & Safety Requirements	▪ 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 its employees.
16. Other Responsibilities	▪ Carry out such related tasks as may from time to time be required commensurate with the role.

I agree to the above job description:

Signature: .....

Name: .....

Date: .....