



## ··· → Retail Sales Consultant

### Role Description

When consumers go into a store today they expect the shopping experience to deliver significantly more than they can get through 'shopping the web'; indeed, they expect Retail Sales Consultants to be able to interpret, understand and act on their aspirations, needs and desires in such a way as to create customer delight with each and every engagement. The Retail Sales Consultant has become the face and voice of the company's Brand and has to deliver on that Brand promise in every way. This requires Retail Sales Consultants to have both strong sales capabilities, as well as the facility for exceptional levels of customer service and engagement, to ensure the consumer experience delivered matches the Brand promise.

This involves effective customer engagement and questioning techniques; the ability to absorb the information gained from the customer; and the ability to present appropriate offerings in such a way that they are clearly aligned to the customer's expectations, in a compelling manner, and in a manner and style that is comfortable for the customer. Additionally, the Retail Sales Consultant needs to reliably complete all appropriate paperwork and other administrative tasks in an effective, accurate and timely manner.

### Abilities

Candidates for Retail Sales Consultant require a range of capabilities to perform this role including the ability to:

- **Work** in a fast-paced, multi-tasking, diverse environment, yet still deploy effective and professional sales techniques to engage with and qualify the needs, requirements and aspirations of customers.
- **Prioritise** tasks as required to achieve maximum customer delight.
- **Quickly** develop a good understanding of the customer's buying motivators and match your most appropriate offering(s) to them, such that it fulfils or exceeds their expectations.
- **Communicate** well with customers in an engaging way, using language, terms, and a style that is both familiar and comfortable for them.
- **Handle** objections effectively through appropriate use of active listening and objection-handling techniques.
- **Develop** and maintain a deep level of knowledge about their specific product range(s) and maintain at least a general awareness across the entire inventory of goods and services offered by the company.
- **Ensure** their products are presented to best effect at all times.
- **Reliably** achieve all goals and targets that may be set from time to time.

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