

TITLE: Assistant Sales Manager

REPORTS TO: Store Manager or General Manager

BASIC PURPOSE:

The Talbots Assistant Sales Manager assists the Store Manager or General Manager (the “Manager”) in creating a store environment which provides a superior sales and customer experience; executing visual merchandising direction; and recruiting, developing and retaining a strong selling team. Position manages staff of sales associates. Position is responsible for Sales Goals.

REQUIREMENTS:

- Requires 2+ years of specialty retailing experience with emphasis on selling; 1 year of management experience preferred.
- Strong selling experience required and demonstrated ability to meet or exceed performance standards.

PRINCIPAL ACCOUNTABILITIES:

Talent Management:

- Manage staff by providing timely coaching and feedback to maximize individual and team performance.
- Develop and maintain positive working relationships that support a positive work environment.
- Support the education of the store team on fashion trends, wardrobing and product knowledge.
- Maintain two-way communication with the Manager to stay abreast of company and store information and brand initiatives, as well as, inform the Manager of all store activities.
- Ensure associates meet appearance standards that professionally represent the brand.
- Support an environment that positions Talbots as an employer of choice.
- Support effective on-boarding and support learning opportunities
- Provide basic direction to associates and appropriately delegate tasks.
- Support Manager with recruiting function: network, recruit, interview, train and develop talent; ensure effective on-boarding.
- Provide timely coaching and feedback to staff when appropriate; support manager with performance issues.

Sales and Service:

- Achieve sales and service metrics in key measureable areas including: UPTs, DPTs, emails, Talbots Classic Awards and customer conversion.
- Use company resources and personal leadership to facilitate and sustain a strong selling environment that holds associates accountable for achieving productivity standards and other sales metrics.
- Analyze store reports to optimize performance and take action based on business trends.
- Leads by example and maintains consistent selling and service standards through communication, training and individual accountability. Assists in identifying opportunities to maximize sales and ensure financial goals are achieved.
- Service multiple customers at a time, multi-task and/or handle projects simultaneously
- Exhibit knowledge of industry trends and the competition.

Building Clientele:

- Manage and guide associates to consistently market Talbots brand initiatives and grow key sales and service metrics.
- Ensure exceptional selling interactions that guarantee meaningful experiences and build brand relationships.
- Drive brand loyalty by supporting all service enhancers to build strong relationships, including active use of Client Book and Style by Design Program.

Store Operations:

- Plan and prioritize tasks and responsibilities to meet the needs of the business.
- Maintain store cleanliness and housekeeping standards.
- Protect company assets and maintain a safe work environment.
- Ensure compliance to all company policies and procedures as well as local, state, and federal employment laws.
- Support the planning and execution of Talbots brand visual direction.
- Participate and lead special projects and other duties as assigned.

Dimensions:

- Position will have management duties and sales goals.
- Position will be expected to drive sales by influencing sales associates to meet sales goals.
- Position will make decisions that affect sales staff to assure staff is performing at optimal level and meeting goals.

QUALIFICATIONS:

- Leadership skills, integrity and enthusiasm to motivate store associates to total store achievement.
- Strong drive, ambition, and passion for selling and for the overall store business success.
- Must be outgoing and assertive with the ability to make decisions independently.
- Ability to communicate professionally and in a timely manner with the Manager, customers, associates and corporate partners.

- Ability to lead by example and maintains consistent selling and service standards through communication, training and individual accountability.
- Ability to partner with management on store issues.
- Maintain professional appearance that reflects the brand image
- Ability to assist management in leading the entire floor as needed; in multiple concept stores or multiple locations stores, may lead specific concept or location as needed.
- Strong organizational skills and the ability to multi-task in a fast paced, ever-changing environment.
- Ability to work a flexible schedule based on the needs of the business including opening/closing shifts as well as weekends and holidays.
- Requires ability to move about in a store including standing, walking, kneeling, stooping, climbing ladders, using stairs, carrying, bending, stretching, twisting, or reaching out with the body, arms, or legs, pulling and lifting objects up to 40 pounds. Sometimes these movements are made quickly and repeatedly. Ability to navigate computer systems with intermediate computer and keyboarding skills.

Note: This position description is intended to describe the general nature of work being performed by associates assigned to this job. It is not intended to be inclusive of all duties and responsibilities and is subject to change.