

2.130 ASSISTANT SALES MANAGER JOB DESCRIPTION

Reports to: Store Sales Manager

Supervises: Third Keys and Sales Associates

Experience Requirements

- Two years retail experience in a competitive selling atmosphere.
- One-year supervisory experience (Assistant/Third Key).

Basic Functions

- Assists the Store Sales Manager in supervising, guiding, and auditing the day-to-day activities of the store and its associates to maximize sales and profitability.
- Helps the Store Sales Manager maintain and enforce company standards in regards to selling, merchandising, loss prevention and operational activities.
- Ensures the store is managed efficiently and professionally at all times.
- Ensures compliance with all Perfumania policies and procedures.
- Duties and Responsibilities
- Customer Service and Selling
- Ensures that the customer is the number one priority at all times, above all else.
- Sets an example in customer service. Helps ensure that all associates achieve acceptable secret shop scores.
- Practices Perfumania's Quality Selling Techniques and achieves the highest level of personal sales.
- Strives to meet and exceed daily, weekly and monthly quality number goals.
- Assists in ensuring that all sales associates are trained in the Perfumania's Quality Selling Techniques and are achieving the store's goals as well as their personal sales bonuses.
- Assists in taking a pro-active position in marketing the store on a local basis and utilizes company promotional materials to broaden the customer base and to increase sales.

Merchandise Handling, Presentation and Control

- Assists in ensuring that all merchandise is received and shipped according to current policy. Helps maintain control of these procedures to ensure accurate inventory control.
- Assists in ensuring all merchandise is properly ticketed with correct SKU and price.
- Helps ensure that in-store damages are kept to a minimum.
- Assists in ensuring all merchandise returns/exchanges are processed in accordance with current policies and procedures.
- Assists in ensuring all merchandise is neatly, cleanly and attractively displayed and follows guidelines of the Corporate Office.

- Helps control under stock by minimizing, organizing and rotating it. Also, helps ensure that no back stock is kept in the back room, except for approved categories.
- Assists in displaying and maintaining all collateral material received from the Corporate Office.

Daily Store Operations

- In the absence of the Store Sales Manager, ensures the store opens and closes properly and on time.
- Ensures the accuracy of the daily cash take.
- In the absence of the Store Sales Manager, ensures timely bank deposits daily.
- Assists in ensuring the proper policies and procedures are followed for accepting all types of tender (i.e. cash, credit cards, checks, money orders, gift certificates, store credits and traveler's checks).
- Assists in ensuring that all daily paperwork and logs are completed and maintained in an organized manner.
- In the absence of the Store Sales Manager, ensures incoming mail is checked regularly.
- Assist in ensuring month-end paperwork is accurate, complete and submitted to the Corporate Office within designated time frame.
- Assists in ensuring compliance with company dress code, including the wearing of company uniform (where applicable), and that nametags are worn at all times.
- Carries out all assignments from the Store Sales Manager.

Staffing

- In the absence of the Store Sales Manager, ensures that new hire paperwork is complete, including appropriate documentation and signatures, and submitted to the Human Resources Department in a timely manner.
- In the absence of the Store Sales Manager, ensures that all associates are adhering to the time and attendance policies and that associates are paid for all overtime, sick days, vacation, etc.

Expense Control

- Helps control supplies ordered.
- Assists in ensuring testers are ordered and maintained in compliance with current policies and procedures.
- Follows current procedures for processing paid-outs.

Loss Prevention

Assists in protecting company assets (money, merchandise, equipment, etc.) at all times, and in conjunction with the Store Sales Manager, take appropriate action to reduce loss.

In conjunction with Store Sales Manager, takes appropriate action to reduce shortage.

In conjunction with Store Sales Manager and Loss Prevention, assists in conducting regular cycle counts and inventories.

In the absence of the Store Sales Manager, conducts or assists with bag checks when associates exit the store, and enforces the use of clear bag/purses.

In the absence of the Store Sales Manager, assists in completing and sending incident report to Loss Prevention Department on an as needed basis.

1. Reports all cash overages/shortages over \$5.00 to the District Sales Manager immediately.
2. Notifies the Store Sales Manager immediately of any suspicious activity in the store.
3. Assists in ensuring compliance with all company loss prevention policies and procedures.

Associate Development and Training

- Assists in training and supervising all staff members regarding all register and point-of-sale procedures.
- Helps train key holders on all banking procedures.
- Assesses store morale and notifies the Store Sales Manager of any negative situation to determine a course of action.

Store Maintenance

- Assists in maintaining Perfumania's housekeeping standards on a daily basis inside the store and ensures outside work is done on a regular cycle.
- Informs Store Sales Manager of all needed repairs.

Communication

- In the absence of the Store Sales Manager, reviews and takes action (if necessary) on daily e-mail from Corporate Office and/or District Sales Manager.
- Assists in ensuring the associates read and initial all e-mails containing information applicable to their jobs.
- In the absence of the Store Sales Manager, checks and responds to (if necessary) voice mail from Corporate Office and/or District Sales Manager.
- Assists in ensuring all company policies, procedures, and promotions are communicated to and understood by all store associates.

Miscellaneous

- Completes all other tasks as may be assigned given compliance with company policies and procedures, and federal, state and local laws.
- Scheduled to work at least three out of every four Saturdays and at least every third Sunday. If there are any religious conflicts, discuss them with your Store Sales Manager so that the schedule can be adjusted accordingly.