

Retail Sales Report

Name: Tony Sample

Date: Tuesday, July 30, 2002

They learn very quickly. They should acquire the necessary skills and knowledge for the job of retail sales associate through any well organized training program. This ability also enables them to quickly recognize how to solve problems for their customers. They will usually learn the stock in a short time, and will have little difficulty with product knowledge updates. This also helps them deal with specific customer needs in specialized areas. Because they learn quickly, they expect the same speed of understanding from others. It is important that they take the time to explain their thinking to customers. This enables the customers to understand their ideas and appreciate the value. Many of the tasks of a retail sales associate are fairly routine. They will easily become bored with those parts of the job, and it will be necessary for them to provide some type of intellectual stimulation outside of the business to meet their needs.

They do not require set procedures or policies to do their job. They view each situation on its own merit and tend to see the exceptions rather than the rule. They generally bring many creative ideas to their job. As their experience grows, their ideas will usually become more practical and more valuable. It is important for them to realize how to use their creativity appropriately in their job, and their supervisor should provide some opportunities for this. In stores with firmly established policies, they will often find shortcuts for the normal procedures. The more the store's operation depends upon the consistent execution of those procedures, the more difficult it will be for them to succeed. Their attention to standards will usually vary according to the circumstance and security procedures may not always be followed completely or consistently.

They will be quick to greet customers. They enjoy interaction with people, and generally create an atmosphere of friendliness in the store. They enjoy talking and can easily be drawn into conversation with customers. It is important that they recognize when it is necessary to allow the customer to talk, and also when to cut conversations short in order to serve other customers. It is very important that they control their socializing with fellow employees when customers are in the store. The periods with little traffic will be most difficult for them. They should plan to do restocking, floor changes, or other tasks during those times.

They prefer a more assertive role with customers. This usually requires them to have enough knowledge and experience to temper their assertiveness into a confident manner offering the guidance that many customers seek. They state their opinions directly and frankly, but again, experience can make such honesty into a customer-winning habit. When trained effectively, they can use suggestive selling to increase their sales. They are comfortable making decisions when necessary. It is

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important that they recognize that they must balance their need for control with the customer's need to be served and feel served. In the same way, they must cultivate the necessary tact with some of their statements. The position of retail sales associate offers a degree of freedom that they will enjoy, but they may become frustrated if they are too closely managed, as they prefer to feel more in control of their environment.

They are always looking for a way to win. They want to sell more, sell faster, finish first, or out achieve everyone else. Individual contests are very motivational for them. They must be careful to channel their competitiveness in productive directions. It can sometimes be easy to fall into an argument while trying to be "right" about something. It is better to let the customer be right and win their business, than to win the argument and lose the business. At times, they can be defensive when discussing problems or weaknesses. They can also become impatient with others who do not seem to learn as quickly as they do.

They are sensitive to emotional buying signals. This can be a valuable characteristic in many types of retail stores, such as fashion boutiques and electronic showrooms where the buying decisions are mainly emotional. They can take criticism personally, and at times, can become discouraged by occasional setbacks. They tend to be somewhat pessimistic and can be moody. They feel the effects of stress sooner than most people, and this must be managed during those particularly stressful times in retail. It is important for management to provide positive feedback to them and focus on their successes.

They generally have a plan for the day, but they can usually change it when necessary. Their time management is acceptable, but not strict. Unplanned customer service is seldom a problem for them. They can work with price changes, inventory, and other detail-oriented tasks for a reasonable period of time.

They have answered the questions frankly and directly.