

## *Role Description*

<b>Job Title:</b> Retail Sales Consultant	<b>Department:</b> Retail
<b>Reports to:</b> Store Manager	<b>Date:</b> February 2011
<b>Locations:</b> Lindsay, Ontario and Kanata, Ontario	

### **ROLE DEFINITION**

This position allows the Retail Sales Consultant the opportunity to welcome, interact and follow-up with our customers. It is the Retail Sales Consultant's responsibility to fact find to determine the customers' wants/needs and to provide them with a total solution balancing the customer's expectations with the store's profitability.

The Retail Sales Consultants focus will be on:

- . Putting the "WOW" factor in place for customers.
- . Ensuring total satisfaction and loyalty of customers.
- . Realizing and achieving potential revenues, not just revenue targets.
- . Controlling expenses.
- . Participating as a full contributor to the store team.

### **KEY RESPONSIBILITIES**

- Meet or exceed sales targets by presenting customized solutions to our customers.
- Assume responsibility for the knowledge of product, service and campaign/promotional offerings.
- Actively participate in training and coaching initiatives.
- Understanding of competitive products and promotional offers.
- Provide after sale support by following-up as required/requested and thereby ensuring customer loyalty.
- Solidify the customer/Bell relationship and take initiative to go the extra mile to exceed the customers' expectations.



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- Ensure customer conflict/objections/concerns are resolved, including escalating as required.
- Act as a Worldlynx ambassador by professionally representing the store and the organization in accordance with the Worldlynx standards.
- Anticipate, analyze and communicate sales trends to store management.
- Perform retail store "details" completely and accurately to ensure effective and efficient store operations

## **QUALIFICATIONS & EXPERIENCE**

- Retail experience in a dynamic and fast-paced team environment
- Commitment to driving sales
- Excellent written and verbal communication skills
- Flexible to work day, evening and weekend shifts, based on business needs
- Comfortable with technology such computers, mobile devices and digital merchandising
- Secondary school diploma or equivalent; post secondary education an asset.

“To apply for this position please submit your resume and a covering letter to [cbacon@worldlynxwireless.com](mailto:cbacon@worldlynxwireless.com)”.