

Store Manager

Department: Sales
Reports to: Area Sales Manager
Work Schedule:

Job Status: Full Time
Amount of Travel: 5%
Positions Supervised:
Sales Associates of respective location

POSITION SUMMARY

Responsible for supervision of salespersons, service and operations performance of a store personally or through subordinate supervisors; maintaining a high level of customer service and ensuring maximum sales and profitability through merchandise, inventory, expense and loss control. The store manager will also be responsible for implementing field-level marketing initiatives and ensuring compliance of sales associate(s). The store manager works under the general direction of the Area Sales Manager.

ESSENTIAL FUNCTIONS

Management

- Direct and supervise employees engaged in sales, inventory, following company policies and procedures, or in performing services for customers.
- Monitor, manage, and provide feedback to improve sales metrics of each sales employee within the store location.
- Assigns employees to specific duties.
- Train and evaluate personnel in retail sales store, in order to improve overall employee and store performance.
- Implement and ensure policies, goals, objectives, and procedures for their respective locations are met.
- Instruct staff on how to handle difficult sales.

Sales

- Meet revenue projections set for the respective store location.
- Review sales records to prepare reports for management and other corporate departments.
- Meet personal sales goals in order to help store and market attain revenue projections.
- Learn and present product to customers in order to sell merchandise.
- Provide excellent customer service to all customers.
- Focus on improving and meeting company sales metric standards, including average ticket, gross margin, close rate, and balance of share.

Store Operations

- Ensure that company policy is followed regarding cleanliness of stores of area.
- Monitor inventory stock levels on a store level within the respective store location.
- Work closely with the area Distribution Center Manager to ensure that delivery, transfer, and customer service issues are resolved at the store level.
- Enforce banking, security, and safety rules at the store.
- Listen to and resolve customer complaints regarding services, product, or personnel.
- Examine merchandise in store to ensure that it is correctly priced and displayed.
- Ensure that company policy is followed regarding cleanliness of stores of area.
- Ensure customer receives product in an efficient, timely manner.
- Ensure that visual merchandising standards are followed in the showroom location.

Marketing

- Responsible for completing a mandatory number of business to business sales calls each week.
- Engage in marketing initiative efforts to help increase customer base including, B2B sales, community events, guerilla marketing, and other networking and prospecting campaigns.
- Align area stores with advertising campaigns and sales promotions, and ensure that proper materials are displayed.
- Ensure that sales associates are completing required marketing calls.
- Coordinate sales promotion activities, such as tent sales, for key events at store location.

POSITION QUALIFICATIONS

Competency Statement(s)

- Active Listening - Ability to actively attend to, convey, and understand the comments and questions of others.
- Assertiveness - Ability to act in a self-confident manner to facilitate completion of a work assignment or to defend a position or idea.
- Management Skills - Ability to organize and direct oneself and effectively supervise others.
- Problem Solving - Ability to find a solution for or to deal proactively with work-related problems.
- Team Builder - Ability to convince a group of people to work toward a goal.
- Coaching and Development - Ability to provide guidance and feedback to help others strengthen specific knowledge/skill areas.
- Communication, Oral - Ability to communicate effectively with others using the spoken word.
- Leadership - Ability to influence others to perform their jobs effectively and to be responsible for making decisions.
- Enthusiastic - Ability to bring energy to the performance of a task.
- Customer Oriented - Ability to take care of the customers' needs while following company procedures.
- Conflict Resolution - Ability to deal with others in an antagonistic situation.
- Communication, Written - Ability to communicate in writing clearly and concisely.
- Time Management - Ability to utilize the available time to organize and complete work within given deadlines.
- Accountability - Ability to accept responsibility and account for his/her actions.
- Organized - Possessing the trait of being organized or following a systematic method of performing a task.

SKILLS & ABILITIES

Education: Bachelor's Degree preferred

Experience: One to two years related experience

Computer Skills: GERS, MS Office products

Other Requirements: Appropriate experience may be substituted for education

Prepared by: _____ Date: _____

Approval Signature: _____ Date: _____

Approval: _____

Approval: _____

The company has reviewed this job description to ensure that essential functions and basic duties have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate.