



JOB DESCRIPTION – SALES ASSOCIATE

Job Title: Sales Associate

Department: Sales and Customer Service

Reports To: Sales Manager

Job Overview

As a Sales Associate at Trendie, you will play a pivotal role in delivering an exceptional customer experience. Your primary objective is to offer outstanding service, contribute to sales growth, and foster a positive and inviting shopping environment for all customers. This role is integral to ensuring customer satisfaction, encouraging repeat business, and upholding the values of our organisation.

Key Responsibilities

- **Customer Engagement:** Assist customers in identifying products that best meet their needs through active listening and personalised recommendations.
- **Sales Transactions:** Efficiently and accurately process sales transactions, adhering to organisational policies and procedures.
- **Product Knowledge:** Maintain up-to-date knowledge of our product range to effectively answer customer enquiries and make informed recommendations.
- **Sales Floor Management:** Ensure the sales floor is well-organised, fully stocked, and visually appealing to enhance the customer shopping experience.
- **Promotion Participation:** Actively participate in promotional activities and cross-sell additional products to maximise customer value.
- **Sales Targets:** Work towards achieving both individual and team sales goals, contributing to the overall success of the store.
- **Customer Feedback:** Collect and report customer feedback and sales trends to management for continuous improvement of products and services.

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Qualifications and Experience

- **Education:** Completion of secondary education or equivalent qualification.
- **Experience:** Previous experience in retail, sales, or customer service is advantageous.
- **Technical Skills:** Competence in basic arithmetic and familiarity with point-of-sale systems and digital tools.
- **Physical Requirements:** Ability to stand for prolonged periods and perform physical tasks such as lifting, stocking, and product placement.

Skills and Competencies

- **Communication:** Strong verbal communication skills with the ability to engage effectively with diverse customer groups.
- **Customer Service:** Demonstrated passion for delivering high-quality customer service and resolving customer enquiries promptly and professionally.
- **Team Collaboration:** Ability to work cooperatively within a team, contributing to a harmonious and productive work environment.
- **Organisational Skills:** High attention to detail and strong organisational skills, particularly in managing stock and maintaining a tidy sales floor.
- **Adaptability:** Flexibility to adapt to changing priorities, including handling multiple tasks and responding to customer demands.

Working Conditions

- **Schedule:** Flexibility to work evenings, weekends, and public holidays as required.
- **Physical Requirements:** Capability to lift and carry items up to 20 kg and remain standing for extended periods.



Key Performance Indicators (KPIs)

- **Customer Satisfaction:** Measured through customer feedback and satisfaction surveys.
- **Sales Metrics:** Sales conversion rates, average transaction value, and overall sales growth.
- **Product Knowledge:** Regular assessment of product knowledge to ensure you can assist customers effectively.
- **Sales Targets:** Achievement of both individual and team sales targets, contributing to store profitability.

Company Values and Culture

At Trendie, we prioritise collaboration, innovation, and customer-centricity. We are committed to cultivating an inclusive, supportive, and dynamic workplace where employees are encouraged to perform at their best. Our values guide our daily actions and decisions, ensuring we maintain a customer-first approach while fostering personal and professional growth.

Career Development

We are committed to supporting the professional growth of our team members. Sales Associates are provided with opportunities to progress to senior positions such as Senior Sales Associate, Sales Supervisor, or Sales Manager, based on performance, experience, and demonstrated leadership abilities.