

WATCHES OF SWITZERLAND

S I N C E 1 9 2 4

Job Title	Sales Floor Manager
Department	Retail
Reports to	General Manager / Deputy Manager

Job Objective

Acting as a focal point in the business and providing links between sales, operations and clients you must ensure the delivery of exceptional customer service whilst achieving company objectives by planning and executing the Floor and Store business plan; making clear the objectives and required performance keeping all costs and controls within budget.

With the support of the Sales Executives you will be leading and managing a high performing team, engaging them in the required customer experience and delivery of performance targets; coaching individuals to draw out their full potential you will also identify the motivational tactics required for this purpose.

You will be required to ensure that operating processes and procedures are maintained and continually reviewed and improved ensuring a streamlined, customer orientated business. Having credible knowledge of the issues facing the business on a day to day basis and in the longer term, you should be able to develop your own solutions and be entrepreneurial in your approach whilst maintaining the Stores professional image. You will play a crucial role in providing a clear communication link between all parts of the business, anticipating future challenges and opportunities and responding to these effectively.

Responsibilities

- You will be a constant role model ensuring that every customer – both internal and external – receives the exceptional customer service they have come to expect.
- Your role includes identifying, sharing and spreading best practise throughout the business, and demonstrating excellent team work across the Group network.
- Ensuring profit targets are met
- Ensuring discounts and costs are kept within budget
- Achievement of the floor sales targets through SMART targeting and delivery of floor, KPI and department targets
- Performance management of floor colleagues, providing feedback and development opportunities
- Delivering an exceptional customer service
- Competitor analysis
- Representing the Store at internal and external meeting
- Organising daily and weekly routine tasks in line with policies and procedures through active delegation and participation
- Maintaining visual merchandising to company standards
- Managing the till and associated transactional procedures
- Participate in, and running floor / store training and out of hours meetings and VM changes as required
- Completion of all training requirements through E learning and other sources
- Ensuring all team members adhere to the company dress code standards at all times
- Ad hoc duties when required

Knowledge and Skills Required

Experience

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- Jewellery or watch product knowledge
- Advanced selling skills and negotiation skills
- External Jewellery or Retail qualifications
- Proven track record of sales achievements
- Proven track record of Management achievements

Skills

- Retail management experience ideally within a luxury environment
- Evidence of performance delivery against sales and process
- Ability to develop and implement business strategies
- Ability to manage and deliver operating costs, identifying suitable efficiency improvements
- Numerate with ability to understand and analyse sales performance
- Leading, mentoring and coaching of high performing sales teams
- IT literate

Date Last Revised

- September 2018