

Sales Supervisor Job Description

Reports to: Sales & Marketing Manager

Position Purpose

- This position is critical to the on-going and effective communication between management and the Sales Team. The person in this position must possess the necessary skills to effectively communicate and ensure the successful execution of sales initiatives.
- Provide direction and leadership for the Sales Team.
- Embody and communicate the store's Mission, Vision and Core Values to the Sales Team. Educate the Sales Team as to the importance of their role in the company fulfilling its Mission and Vision.
- The Sales Supervisor serves as a resource for management to understand the issues and concerns that arise from the operation of the inside sales activities and works with management to develop and implement changes and improvements.
- This position requires an intermediate to advanced level of knowledge of photographic equipment and supplies as well as extensive experience in retail sales and customer service.

General Responsibilities

- Provide a shopping experience that exceeds our customer's expectations for customer service and product knowledge. Make customers, not just sales.
- Sell the store's entire offering of photographic equipment and supplies to customers of all levels of experience, from the first time, general consumer to the seasoned working pro.
- Create awareness of and promote all store departments and services, including Rental, the Photo Lab, Event Center and Repair services.
- Greet all customers who enter the store promptly and courteously.
- Find out the specific needs of each customer.
- Provide customers with accurate information regarding products, prices and promotions. When complete information is not at hand do everything possible to acquire the information before the customer leaves the store.
- Follow up with customers after they have left the store with answers to unanswered questions, new information and product arrival dates.
- Direct, or preferably accompany, customers to the area of the store that is appropriate to their needs.
- Other assorted duties.

Operations

- Process sales transactions and collect payment from customers.
- Encourage special order sales in instances when desired items are not available in-store.
- Supervise returns and exchanges.
- Organize the work schedule of all inside sales staff to ensure adequate staffing levels for store opening and closing. This includes scheduling lunch breaks, individual weekly schedules, requests for time off, product trainings and event staffing.

- Lead in the development of training procedures and in the actual training process of new Sales Team members.
- Monitor discretionary discounts to customers in “match price” situations involving other authorized dealers. Exercise discernment when balancing profitability with customer satisfaction and retention.
- Conduct One-on-One customer trainings.
- Stay informed on in-store events, off-site company activities and all promotions.
- Create company Planner posts to communicate changes in procedures and to relay new information.
- Monitor the Sales Team’s awareness and understanding of Planner posts.
- Work with the Sales & Marketing Manager, Purchasing and Marketing to develop and carry out sales contests.
- Develop and maintain effective relationships with vendor sales reps and work with them to provide product training for the sales staff.
- Supervise the sales of used equipment in the Used Department including following City of Portland guidelines.
- Be knowledgeable of the store software used to track the intake and sales of used items.
- Check Yelp reviews and communicate them to the sales team.
- Monitor tardiness.
- Monitor borrowed equipment.
- Practice security precautions to help prevent theft. Be knowledgeable of the procedures to handle shoplifters.

Processes & Procedures

- Check on and route on-line orders.
- Monitor info@ email to make sure timely responses are provided.
- Utilize the Time Clock Manager to manage clock in/out’s and time off requests.
- Review daily sales reports to ensure that:
 - Monthly Specials, vendor rebates and other sales promotions are being honored and invoiced in accordance with vendor and/or store requirements.
 - Manufacturer rebates are being honored and are invoiced correctly.
 - Serial numbers are being recorded.
 - Customer information is complete including email address.
 - Correct salesperson number is being used.
 - Camera bundles are being offered.
 - Discretionary discounting is acceptable.
 - Sales are being properly accessorized.
 - Credits and returns are being processed properly.
 - Any noticeable trends that need complimenting or correcting are addressed.

Inventory, Merchandising and Maintenance

- Maintain the communication loop by relaying to the Purchasing Department customer requests for items that are either out of stock or that we don't currently stock.
- Assist Purchasing to identify and create a call-to-action for stale inventory.
- Create Monthly Specials and supervise the merchandising of the related products.
- Partner with Marketing and Purchasing to select the promotional products for events and evaluate the implementation and results of specials.
- Maintain a clean, engaging and strategic sales floor layout including the assigning of individual staff members to specific areas of the floor to maintain and restock from the overstock area.
- Work with the Marketing Specialist to achieve informative and effective in-store signage and to prepare the store for in-store events.

Employee Development, Training and Mentoring

- Share your knowledge and expertise with new employees.
- Organize Sales team member One-on-Ones.
- Participate in the process of interviewing job applicants for sales positions.
- Participate in weekly meetings with the Sales & Marketing Manager and other supervisors.
- Meet with the Sales & Marketing Manager on a regular basis.
- Organize and lead Sales Department Meetings.
- Participate in the annual Company meeting.
- Partner with the Sales & Marketing Manager to foster employee engagement and retention and reinforce company purpose, values and culture.
- Seek out information and learning opportunities in areas relating to the company's business.
- Stay abreast of industry developments by attending through tradeshow and conferences.
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- Read and understand the Pro Photo Supply Employee Handbook.