

Tommy Bahama®		Job Description
Position Title: Sales Associate		
Division/Department: Retail Operations	☐ Exempt ☒ Non-Exempt	
Reports To (Title): Retail Store Manager	Effective Date: 03/28/08	

Because the nature of Tommy Bahama business is dynamic where business needs dictate management may assign other responsibilities and duties. The job description is intended to reflect management's assignment of major job functions, it does not prescribe or restrict tasks that may be assigned as business needs require. It is intended to describe the general nature and level of work being performed by employees assigned to this classification. It is not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

RETAIL MISSION STATEMENT

We are passionate about people and are dedicated to providing an exceptional and rewarding lifestyle experience.

I. PURPOSE

Take responsibility for achieving individual and team sales goals. Enhance the guest's experience by providing prompt, friendly, knowledgeable, and professional service that supports Tommy Bahamas' Retail Mission Statement, Core Values and Service Excellence techniques.

II. KEY RESULT AREAS

Sales & Service

Greeting

- Genuinely greet all guests with a friendly smile and personalized offer to help with their shopping needs.

Information Gathering

- Assess the needs of guests by asking open-ended questions and provide the appropriate level of service and expertise using the answers to those questions.
- Learn about and apply guest likes, dislikes, color preferences, and attitude to best meet and exceed their shopping needs.

Product Knowledge

- Recommend, select, and help locate or obtain merchandise based on guest needs and desires.
- Learn, reference and apply product knowledge information obtained from various sources such as co-workers, seasonal buy strategy and visual documents, company Intranet, product labels, and Product Knowledge binder.
- Embrace brand direction by providing product knowledge and fashion direction with guests on a daily basis.
- Be a strong ambassador of the brand by personally representing the season's trends and key items for the business.
- Maintain current knowledge of tommybahama.com, marketing programs, images, and media plans.

Fitting Room Etiquette

- Prepare fitting rooms for guests; keep fitting rooms clean and free of merchandise when not in use, escort guests to the fitting room and neatly present guest's selected merchandise in the fitting room, etc.
- Provide ongoing guest service while the guest is trying on merchandise (e.g. fit, fashion and wardrobing advice, suggest add-ons, promptly remove unwanted items from the fitting room for the guest, etc.)

Sales and Closing

- Proactively seek opportunities to up sell and add-on additional merchandise, further enhancing the guest's shopping experience.
- Anticipate and overcome guest objections to purchasing merchandise.

- Meet and exceed sales and service performance goals set by store management team members including but not limited to individual sales, units per transaction (UPT,) dollars per transaction (DPT,) etc.
- Build lasting relationships (“clientele”) with guests by contacting them to follow up on purchases, suggest new merchandise, and remind them of upcoming events.

Purchase and Return Transactions

- Accurately and efficiently facilitate guest purchase and return transactions.
- Maintain proper banking and media accountabilities at POS while following all “Banking” and “Cash Wrap” policies and procedures.
- Capture and/or verify guest contact information in GRM database when appropriate.

Other Responsibilities

- Watch for and recognize loss prevention situations and know how to prevent and handle these situations using outstanding guest service and “Loss Prevention” policies and procedures.
- Maintain a clean and safe environment for team members and guests.
- Follow Retail Operations policies and procedures.
- Actively participate in all store-related meetings and trainings, and apply learned skills on the job.
- Be receptive to feedback and coaching.
- Participate in executing visual merchandising philosophies, cleaning and upkeep of physical store at the direction of store management. Assisting guests should always come first.

PARADISE

- Embrace, articulate, and reflect the PARADISE Core Values.
- Demonstrate the Tommy Bahama PARADISE Core Values in all business decisions and actions.
- Commit to maintain the culture through the evolution of the business.

Other duties as assigned.

III. POSITION DIMENSIONS

A. Scope, Complexity and Judgment Required

Possesses engaging, upbeat, assertive, resilient, and hospitable attitude. Team oriented, goal oriented, respectful, and coachable.

B. Skills Required

Strong sales and service skills, strong interpersonal skills, verbal communication skills, listening skills, ability to multi-task, time management skills, organization skills, basic math skills, cash handling/transaction skills, and ability to set and achieve goals.

C. Decision-Making Authority

Use common sense and do what’s right for the guest.

D. Supervision Received

Supervised by Store Management. Receives feedback from all appropriate partners.

E. Supervision Exercised

None.

F. Principal Relationships/Key Contacts

Store Team
Regional Management
Guests

IV. POSITION SPECIFICATIONS

Experience and Education

2 years guest service and sales experience preferred
Retail apparel experience preferred
High school diploma or GED required

Schedule Requirements

Ability to work varied hours and days including nights, weekends, and holidays as needed.

Ability to intermittently travel approximately 20% of the time for training and to cover shifts in other stores.

Physical Requirements**0-24%****25-49%****50-74%****75-100%**

Seeing: - Must be able to see well enough to read small print including but not limited to memos, manuals, reports, garment/product labels and tags, and computer screens, etc. - Must be able to match or detect differences between colors, including shades of color and brightness, and patterns.				X
Hearing: Must be able to hear well enough to understand and communicate with employees, guests, vendors, etc. face-to-face and over the telephone.				X
Speaking: Must be able to verbally communicate information and ideas through words and sentences so others will understand (speak clearly.)				X
Standing/Walking/Mobility: - Must be able to stand/walk for extended periods of time. - Must be able to repeatedly bend, stoop, stretch, turn, or reach out with your body, arms, and/or legs while carrying objects.				X
Climbing/Stooping/Kneeling: - Must be able to climb stairs repeatedly carrying at least 50 pounds. - Must be able to stoop and bend for general maintenance and product upkeep of the store. - Must be capable of climbing ladders and using step stools.			X	
Lifting/Pulling/Pushing: - Must be able to lift at least 50 pounds without assistance. - Must be able to walk to push/pull a vacuum, cart, etc. - Must be able to exert maximum muscle force to lift, pull, push, or carry objects without assistance.			X	
Fingering/Grasping/Feeling: - Must be able to write (complete and sign paperwork.) - Must be able to make fast, simple, repeated, and/or coordinated movements of the fingers, hands and wrists including but not limited to using a computer keyboard, using a computer mouse, counting currency, wrapping packages, folding and steaming garments, stocking shelves and displays, etc.				X
Exposure to various cleaning chemicals.	X			

Tools & Technology

Including, but not limited to:

- Point-of-Sale (POS) system/terminal
- Bar code reader equipment
- Magnetic card reader equipment
- Manual credit card documentation & authorization equipment
- Telephone
- Desktop computer
- Printers/photocopier/fax machine

- Internet and Intranet browser application and data query
- Time clock equipment
- Garment steamer
- Door locks and knobs
- Ladders and step stools
- Miscellaneous hand tools including but not limited to screwdriver, hammer, tape measure, etc.
- Miscellaneous sewing implements including but not limited to needle, thread, etc.
- Trash and recycling receptacles and equipment
- Rolling racks, carts, shelving systems, and merchandise fixtures