JOB DESCRIPTION

| **TITLE** | FRONT-END SALES REPRESENTATIVE |
| --- | --- |
| **Reports To:** | [ INSERT NAME, TITLE] |

**Job Purpose**

The Front-End Sales Representative at [Organization Name] is responsible for driving product sales directly to customers at the point of sale. This role focuses on engaging customers to promote the organization’s product offerings, maximizing sales by effectively demonstrating product benefits and ensuring excellent customer service.

The ideal candidate is enthusiastic about product-based sales, possesses strong communication skills, and excels in a dynamic retail environment. They play a key role in creating a positive customer experience and fostering brand loyalty.

**Duties and Responsibilities**

Overall Responsibilities:

* Greet customers, assist with product inquiries, and provide information on product features and promotions.
* Conduct product demonstrations and actively engage customers to drive product interest.
* Track inventory levels and ensure merchandise displays are well-stocked, organized, and visually appealing.
* Process customer transactions accurately, including handling payments, returns, and exchanges.
* Collect and document customer feedback to help refine sales approaches and product offerings.
* Achieve or exceed daily and monthly sales targets as set by [Insert Supervisory Title].
* Collaborate with team members to support promotions, sales campaigns, and in-store events.
* Maintain up-to-date product knowledge and communicate brand values and product benefits to customers.
* Perform other related duties as assigned.

**Qualifications**

* High school diploma or equivalent; an associate degree or higher is preferred.
* Minimum of X years of experience in front-end or retail sales, ideally within a product-focused environment.
* Basic proficiency in point-of-sale (POS) systems and inventory tracking software.
* Proven ability to achieve sales goals and deliver excellent customer service.

**Core Competencies**

* Excellent communication skills, both verbal and written.
* Customer-focused with a positive and engaging attitude.
* Strong organizational skills and attention to detail.
* Ability to work well within a team and independently.
* Flexible and adaptable to fast-paced retail settings.
* Proactive and goal-oriented with a passion for sales.

**Working Conditions**

* Work schedule is [insert time and days, e.g., 9:00 AM to 5:00 PM Mondays through Fridays}
* This role operates in a retail setting and may require extended periods of standing.
* May involve handling heavy product boxes or displays up to [Insert Weight] pounds.
* Fast-paced and customer-facing environment.