

PURPOSE: Attract New Boutique Customers and Serve Customers by:

1. Providing superior personalized customer service
2. Contributing to an optimum shopping experience
3. Organizing special events and networking to attract new clientele
4. Participating in objectives to help achieve sales plan

ESSENTIAL JOB RESULTS:

Sales and Customer Service Responsibilities

ESTABLISH RELATIONSHIPS WITHIN THE COMMUNITY by

making contacts with social groups/organizations to attract new customers; utilizing personal networks to increase participation in Boutique events; providing recommendations for utilizing personal networks to attract customers and create more of a personal shopping experience.

WELCOME CUSTOMERS by

greeting and developing rapport with customers to discover their shopping purpose; developing a pleasing and friendly aura in the Boutique; graciously welcoming all customers into the Boutique and helping them feel comfortable; modeling superior customer service at all times; providing new customers with a tour of the entire store as appropriate.

SERVE CUSTOMERS by

modeling a positive customer service spirit; exhibiting a friendly and helpful attitude with customers and associates; assisting customers with merchandise selections; helping customers locate merchandise; answering questions regarding products or services; participating in special projects and completing other tasks as assigned by store management, including, but not limited to asking customers to apply for credit card(s) and/or to join other loyalty programs.

HELP CUSTOMERS MAKE SELECTIONS by

acting proactively to help customers with merchandise selections; coordinating fashionable outfits; helping determine colors and hues that enhance a customer's features; listening to customers wants and needs; offering suggestions and opinions.

INFORM CUSTOMERS by

providing information on current fashion trends; listening to customer's requests and offering selections; answering questions on durability, wearability, and fabric qualities; notifying customers of sales and new merchandise; keeping customer information records up to date by creating and updating Fashion Profile Cards for core customers.

PREPARE PLANS TO REACH OBJECTIVES by

planning a logical sequence of tasks; setting priorities to reach objectives such as: preparing for Boutique events and other special events planning; working on weekly sales plans to help increase Boutique business; utilizing and updating mailing list; gaining approval from store management for expenditures.

Merchandising Responsibilities

ENSURE HIGH QUALITY AREA PRESENTATION by

maintaining an appealing store area; using Stein Mart's merchandising guidelines and directives to create inviting merchandise displays; setting floor presentation for inserts, special events and floor/fixture moves; keeping apprised of new merchandise as it comes to the Boutique; helping put out new merchandise as appropriate; checking that visual displays are set appropriately; completing daily housekeeping tasks such as floor maintenance and recovery, cleaning fitting rooms and restrooms as needed.

KEEP APPRISED OF FASHION TRENDS by

reading fashion magazines and articles; understanding the importance of color schemes; sharing fashion trend information with the management team and service associates; listening to customer's wants and needs and relaying feedback to General Store Manager.

PROVIDE INFORMATION AND MAINTAIN COMMUNICATION by

giving accurate information to others; sharing fashion/merchandise information with store management team and associates; answering questions about promotional events, fashion trends, merchandise needs, customer comments and merchandise presentation.

Asset Protection Responsibilities**HELP MINIMIZE LOSS OF COMPANY ASSETS** by

providing superior customer service to prevent losses; keeping the department in order to provide a safe shopping area; following Stein Mart's asset protection and safety policies and procedures; observing merchandise going in and out of the fitting rooms; immediately notifying store management and Asset Protection of unsafe conditions, suspected or observed dishonest activity within the store.

CONTROL INVENTORY by

retrieving merchandise from fitting rooms and placing it on the selling floor; removing damaged or broken merchandise from the selling floor.

Operations Responsibilities**ITEMIZE AND TOTAL PURCHASES** by

operating a cash register to record sales transactions promptly and accurately; calling for price checks as needed to assure customers are charged correctly; representing Stein Mart graciously and professionally at all times, in person and over the phone; removing sensors from merchandise; collecting correct payment; packaging customer's purchases neatly and with care.

PROCESS EXCHANGES AND RETURNS by

answering questions regarding return and exchange procedures; following store policies and procedures to include: obtaining approval as required, inspecting returned and exchanged goods; validating correct price for exchange or purchase; returning cash, crediting charge accounts, or issuing store credit.

CREATE POSITIVE TEAM SPIRIT by

encouraging cooperation between departments to increase productivity; creating a positive and fun work environment.

BACKGROUND REQUIREMENTS:

Educational Requirements: High school graduate or equivalent (GED) required. Associates Degree preferred. 2 to 4 years applicable retail work experience.

Behavioral Attributes: Takes initiative, follows-through and completes tasks. Should exhibit a strong customer centered focus and interest in working with people. Demonstrated ability to communicate effectively and is a competent public speaker. Enjoys teamwork; encourages cooperation while working with others. Exhibits strong attention to detail with a high degree of accuracy. Active in the community. Exhibits a strong interest in working with diverse groups of people. Enjoys fashion and is enthusiastic about the customer shopping experience. Strong customer focus, gracious and welcoming to others. Should role model a friendly, cooperative attitude. Results oriented; willingness to follow through.

Physical Requirements: Light physical effort required. Standing and walking will constitute 95% of a work shift. Kneeling and lifting various merchandise contents of up to 20 lbs. or more on an as needed basis

Necessary Skills: Effective communication and organizational skills; flexibility.

SIGNATURE: _____ DATE: _____