



## **JOB TITLE: Sales Associate (SA)**

**OVERVIEW:** The SA participates in ensuring the service and selling environment within the store is fun and engaging for customers at all times. The SA performs a variety of responsibilities assigned by the Store Management team which may include driving sales, delivering outstanding customer service to our customer, merchandising, cashiering and processing freight.

### **KEY RESPONSIBILITIES:**

#### **Sales/Credit**

- Demonstrate business acumen to drive sales results and achieve individual and store goals in line with Company initiatives
- Follow plans/directions/schedules and act with a sense of urgency to meet the changing priorities, store needs and demands of the business
- Effectively promote all Brand Initiatives (Credit, Reward, Email Capture, etc.) and achieve all personal goals

#### **Customer**

- Support a store culture that is committed to exceeding customer expectations and delivering the highest level of customer service at all times
- Communicate customer feedback, best sellers, business trends and recommendations to Store Management
- Apply fashion knowledge to make product recommendations and style customers on the sales floor and in the fitting room
- Balance customers and tasks simultaneously using good judgment and teamwork

#### **Operations**

- Abide by all Company policies and procedures, including the New York & Company Code of Business Conduct and Loss Prevention policies
- Follow leadership direction to maintain proper floor coverage to maximize store volume
- Ensure that the sales floor is full, sized, organized and clean
- Process shipment and replenish the sales floor as needed
- Perform transactions which may include ringing at the Sales & Services desk
- Participate in initiatives to achieve store shrink goals
- Be aware of store safety standards and report store maintenance issues to Store Management

### **REQUIREMENTS:**

- Must be 18 years of age or older
- Retail sales experience preferred
- Physical ability to be on the sales floor for extended periods of time, and to move and handle merchandise and fixtures throughout the store which may entail lifting, and perform all functions as set forth above
- Ability to work varied hours/days, including nights, weekends and holidays, based on business needs (if applicable)

### **EDUCATION:**

- High School Diploma or GED required

This position description intends to describe the general nature and level of work being performed by people assigned to this job. It is not intended to include all duties and responsibilities. The order in which duties and responsibilities are listed is not significant.



## **JOB TITLE: Sales Lead (SL)**

**OVERVIEW:** The SL supports the Store Management team in ensuring the service and selling environment within the store is fun and engaging for customers at all times. The SL performs a variety of responsibilities assigned by the Store Management team which may include driving sales, delivering outstanding customer service to our customer, merchandising, cashiering and processing freight. The SL will be expected to follow opening and closing procedures when applicable, and will hold store keys.

### **KEY RESPONSIBILITIES:**

#### **Sales/Credit**

- Demonstrate business acumen to drive sales results and achieve individual and store goals in line with Company initiatives
- Follow plans/directions/schedules and act with a sense of urgency to meet the changing priorities, store needs and demands of the business
- Effectively promote all Brand Initiatives (Credit, Reward, Email Capture, etc.) and achieve all personal goals
- Set a performance example for Sales Associates to improve key metrics and drive sales

#### **Talent**

*The Sales Lead is not a member of Store Management, but will fulfill the following leadership responsibilities:*

- Reinforce the talent strategy to support a high-performing and engaged team accountable for store results
- Ensure Sales Associates are adequately trained; provide Sales Associates with in-the-moment feedback and coaching on selling behaviors, customer service, operational tasks and merchandising
- Support the ongoing development of the Sales Associates by providing feedback to Store Management on individual and team performance during shifts; refer all formal talent decisions (hiring, scheduling, corrective action/performance improvement, termination etc.) to Store Management

#### **Customer**

- Support a store culture that is committed to exceeding customer expectations and delivering the highest level of customer service at all times
- Communicate customer feedback, best sellers, business trends and recommendations to Store Management
- Apply fashion knowledge to make product recommendations and style customers on the sales floor and in the fitting room
- Balance customers and tasks simultaneously using good judgment and teamwork

#### **Operations**

- Abide by all Company policies and procedures, including the New York & Company Code of Business Conduct and Loss Prevention policies
- Maintain proper floor coverage to maximize store volume
- Ensure that the sales floor is full, sized, organized and clean
- Process shipment and replenish the sales floor as needed
- Perform transactions which may include ringing at the Sales & Services desk
- Support strategies to achieve store shrink goals in partnership with Store Management
- Be aware of store safety standards and report store maintenance issues to Store Management
- Maintain merchandise standards to maximize sales within the store and escalate issues accordingly
- Support the execution of the visual presentation, direction and updates

### **REQUIREMENTS:**

- Must be 18 years of age or older
- Minimum of 2 years of retail sales experience; previous SL experience preferred
- Physical ability to be on the sales floor for extended periods of time, and to move and handle merchandise and fixtures throughout the store which may entail lifting, and perform all functions as set forth above
- Ability to work varied hours/days, including nights, weekends and holidays, based on business needs (if applicable)

### **EDUCATION:**

- High School Diploma or GED required

This position description intends to describe the general nature and level of work being performed by people assigned to this job. It is not intended to include all duties and responsibilities. The order in which duties and responsibilities are listed is not significant.