

ROLE PROFILE - INTERNAL

Role Title	Sales Representative (Store)
Business Unit / Group Function	ODC
BU Team / Sub-Function	Marketing
Location	Taipei
Team Leader Role	Assistant Manager - Private Clients
Team Members	No
Role Level	5
Role Purpose This role executes the daily operations of company-owned Taipei, Taichung or Kaohsiung store, to deliver annual sales, events and HNW client retention and recruitment targets through excellent customer service, product knowledge and selling techniques in line with the Company strategy.	
Accountabilities Deliver the respective store's target achievements including but not limited to annual sales, events, HNW client recruitment and retention targets to drive HNW sales. Lead and own engagement and delivery of communication and service to customers, focussing particularly on the respective store's non-key customers to ensure quality customer experience and drive in-store sales. Promote company products directly to consumers through a range of promotional techniques and implementation of in-store activities/programs, consumer trials, to drive sales and understanding of our brands. Develop exceptional client relationships to develop HNW client database through in-store customer engagement, identifying and developing external client relationships. Introduce and promote WG&S values and brands directly to HNW clients, plan and implement in-store activity and programs to deliver quality service, enhance customer trials, loyalty and understanding of our brand portfolio. Carry out in-store administration including stock takes, cash flow management, working closely with Assistant Managers to ensure accuracy. Deliver regular updates and reports on brand performance and consumer preferences.	
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Competencies

<p>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> • Keeps up to date with competitor information and market trends • Identifies business opportunities for the organisation. • Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value 	<p>Relating and Networking</p> <ul style="list-style-type: none"> • Establishes good relationships with customers and staff • Builds wide and effective networks of contacts inside and outside the organisation • Relates well to people at all levels • Manages conflict • Uses humour appropriately to enhance relationships with others 	<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> • Speaks clearly and fluently • Expresses opinions, information and key points of an argument clearly • Makes presentations and undertakes public speaking with skill and confidence • Responds quickly to the needs of an audience and to their reactions and feedback • Projects credibility
<p>Delivering Results & Meeting Customer Expectations</p> <ul style="list-style-type: none"> • Focuses on customer needs and satisfaction • Sets high standards for quality and quantity • Monitors and maintains quality and productivity • Works in a systematic, methodical and orderly way • Consistently achieves project goals. 	<p>Applying Expertise and Technology</p> <ul style="list-style-type: none"> • Applies specialist and detailed technical expertise • Develops job knowledge and expertise through continual professional development • Shares expertise and knowledge with others • Uses technology to achieve work objectives • Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity • Demonstrates an understanding of different organisational departments and functions 	<p>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> • Keeps up to date with competitor information and market trends • Identifies business opportunities for the organisation. • Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value

Skills and Experience

Essential:

A minimum of 2 years' retail experience, with a strong track record in sales.

Good understand of luxury retail business.

Strong interpersonal and relationship management skills.

Strong project management skills; diverse and agile to work with multi-functional team

Able to work under pressure, also demonstrating a practical problem solving and process improvement mindset and skill.

Excellent influencing skills with demonstrated passion and ability to persuade.

English and Chinese fluency, both written and verbal.

Desirable:

Wine / spirits / luxury Industry experience advantageous.