

# JOB ROLE – SALES ASSOCIATE

Sector – RETAIL  
(Qualification Pack Code: RAS/Q 0104)



PSS Central Institute of Vocational Education  
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# **UNIT 1: FUNDAMENTALS OF RETAILING**

## **Session 4: Duties and Responsibilities of a Sales Associate**

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# Session Objectives

The students will be able to:

- Describes the duties and responsibilities of sales associate.
- Analyse special activities of sales associates.

# Duties of a Sales Associate

## 1. Handling Problems

Customer inquiries involve complaint handling by sales associates. Sometimes, the sales associates solve customer problems or propose some solutions.



## 2. Assisting Sales

- **Help customers identify and purchase products they desire.**
- **Selling**
- **Restocking**
- **Merchandising.**

### 3. Clerical Tasks

- Obtaining or receiving merchandise
- Totaling bills
- Accepting payments,
- Taking orders, etc.



## 4. Job Specific Responsibilities

- Greeting customers
- Responding to questions
- Improving engagement with merchandise
- Providing outstanding customer service
- Operating cash registers
- Managing financial transactions
- Balancing drawers



# Responsibilities of Sales Associate

## 1. Interact with customers

Sales associates may deal with customers face-to-face or may assist them over phone or via email or chat.

## 2. Working directly with customers

A sales associate deals with customers in retail store.



### 3. Resolve the issue of customers

Customers approach sales associates when they face issues, such as incorrect price listed for a product, returns, etc

### 4. Listen to the customers

Effective listening helps in solving customer problems easily and quickly.



## 5. Remain friendly and polite

The sales associate must behave politely with customers.



# Summary

In this session, you have learnt about the duties performed by sales associate and various responsibilities of sales associate.

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