

**JOB TITLE: Sales Assistant**

Reports to: Store Manager

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**The Company:**

At Balfe's it is all about people. And bikes! It is the passion, energy, and enthusiasm of all our colleagues throughout the business, which makes Balfe's a great place to work. Joining Balfe's means you will be collaborating with like-minded people, and you will have opportunities to develop your skills and experience, and plenty of career progression if you want it.

**Sales Assistant overview:**

As a Sales Assistant it is your job to help customers identify and purchase products they require / desire. Duties include selling, restocking, and merchandising. The goal is to provide high class customer service and to increase company's customer base, growth, and revenue through sales maximisation.

**What you will be doing at Balfe's:**

- Ensure high levels of customer satisfaction through excellent sales service.
- Maintain outstanding store condition and visual merchandising standards.
- Maintain a fully stocked store.
- Answer the shop phone and deal with any queries.
- Booking in repair work for the workshop with customers over the phone or instore.
- Recommend and display items that match customer needs.
- Informing customers of shop promotions to encourage purchases.
- Welcome and greet customers.
- Manage point-of-sale processes.
- To be actively involved in the receiving and organising deliveries accordingly.
- Keep up to date with product information, using the online tools and training provided.
- End of day cleaning duties.
- Maintain high Health & Safety standards and adhere to all Health & Safety policies.
- Follow all risk assessments and safe systems of work relevant to your role

**Note:** This job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the business. The post-holder will be expected to participate in this process, and we would aim to reach agreement on any changes.

## **Knowledge & Skills:**

- Experience in sales
- Ideally a keen cyclist and knowledge of the bicycle industry preferred.
- Proficiency in English
- Solid communication and interpersonal skills
- Customer service focused.
- Time management
- Ability to Multitask
- Friendly, helpful, confident, and engaging personality
- Basic administration skills

## **Balfe's Perks:**

- Additional allowance for working Saturdays & Sundays.
- Split shift opportunities and incentives.
- Technical training & accreditation program for mechanics and new starters.
- 28 days annual leave and other flexible holiday arrangements.
- Incentivised weekend working.
- Cycle to Work initiative.
- Trade discounts after probation for staff.
- Performance/commission bonuses.
- Brand led training courses.
- Referral bonus scheme.
- Uniform is provided.