

# Role Profile: Golf Retail Assistant

## Principle Objectives of the Team and Role:

- **Team Objective:** The retail team aims to provide excellent customer service, drive sales, and maintain the highest standard of store presentation in the golf retail environment. The team works collectively to ensure customers have a positive shopping experience and receive expert advice on golf products.
- **Role Objective:** The Golf Retail Assistant plays a key role in helping the store meet its sales targets, enhance customer satisfaction, and maintain a high standard of product knowledge and store presentation. They are integral to creating a welcoming and professional environment for customers and supporting the retail team in daily operations.

## Role Purpose:

The purpose of the Golf Retail Assistant role is to support the store's operation by assisting customers with product selection, delivering exceptional service, and contributing to the achievement of sales targets. The role is customer-facing, and the assistant is expected to create a positive shopping experience, leveraging product knowledge and strong communication skills to build rapport and trust with customers.

## Key Responsibilities and Associated Duties

### Customer Service

- Greet and welcome customers as they enter the store.
- Provide assistance in product selection, offering advice on golf equipment, apparel, and accessories.
- Respond to customer inquiries, ensuring that all questions are answered accurately and promptly.
- Demonstrate product features and benefits to help customers make informed purchasing decisions.
- Handle customer complaints or issues with professionalism and empathy, ensuring customer satisfaction.

### Sales Support

- Achieve personal sales targets and contribute to the overall sales performance of the store.
- Upsell and cross-sell products to increase sales and improve customer experience.
- Assist in promoting special offers, promotions, and loyalty programs to encourage customer engagement.

### **Product Knowledge**

- Maintain up-to-date knowledge of the latest golf products, trends, and technologies.
- Stay informed about new brands, products, and services that may be of interest to customers.
- Attend training sessions and keep updated on product information to ensure accurate advice is given.

### **Stock Management**

- Assist in receiving, unpacking, and organizing stock deliveries.
- Help maintain store shelves, ensuring products are well-stocked, displayed properly, and easily accessible for customers.
- Perform stock checks and assist in inventory management, ensuring accurate stock levels.

### **Store Presentation**

- Ensure the store is clean, organized, and visually appealing.
- Create attractive product displays to enhance the shopping experience.
- Monitor the store environment to ensure it is tidy and safe for customers.

### **Cash Handling**

- Operate the point-of-sale (POS) system accurately and efficiently.
- Process customer transactions, including cash, card payments, and returns, according to company procedures.
- Maintain a high level of accuracy in cash handling and register balancing.

### **Personal Attributes:**

- Ability to engage with customers effectively, listen to their needs, and communicate product benefits clearly.
- A strong dedication to providing exceptional customer service and resolving issues effectively.
- A keen interest in golf, with a willingness to learn and stay up to date with industry trends and products.
- Enthusiastic, friendly, and approachable, creating a welcoming atmosphere in the store.
- Works well with colleagues, offering support and collaborating to achieve team objectives.
- Accuracy in stock management, product displays, and financial transactions.
- Ability to prioritize tasks, manage time effectively, and handle multiple responsibilities simultaneously.
- Capability to stand for long periods, lift light to medium-weight items, and manage stock deliveries.