



# Sales Associate Job Description

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## Position Purpose

Sales associates provide fast, friendly service by actively seeking out customers to assess their needs and provide assistance. Sales associates have an emphasis on department and product knowledge, providing information on product features, and knowing related items to sell an entire project. Associates in this position know how to greet, qualify, recommend and close every customer in their department, and know how to handle basics in adjacent departments. Sales associates maintain the in-stock condition of assigned areas, and ensure that it is clean, shoppable, and safe. Each associate has the responsibility of providing a safe working and shopping environment by following all safety policies & standards, completing specified safety training, immediately correcting hazards & unsafe conditions or reporting conditions to the Manager On Duty, and working safely as not to endanger themselves, co-workers, vendors, or customers. These associates work in cooperation with their Department Supervisor, other associates in their department as well as other sales departments (e.g., IMAs, and the Front-end Associates) to ensure customers' needs are met.

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## Key Accountabilities

### ENSURES CUSTOMER SATISFACTION

#### *Provides fast, friendly service*

- Actively seek out customers on the racetrack and in the aisles
- Offer a friendly greeting, smile, and make eye contact with customers
- Ask open ended questions about customers' projects in order to determine their needs and level of expertise
- Show enthusiasm with the customer
- When necessary, handle several customers at once
- Thank customers for shopping at The Home Depot
- Follow up with customers via telephone when appropriate

#### *Is knowledgeable about products and services offered by The Home Depot*

- Answer questions about merchandise for the customers' level of expertise
- Escort customers to appropriate merchandise, no matter what department
- Describe features and benefits of merchandise
- Explain the steps needed to complete projects and the products needed
- Assist customers with special orders and installed sales
- Acquire beginner product knowledge in adjacent departments
- Acquire knowledge about cutting keys, ropes, blinds, carpet, wood, and mixing paint
- Promote services offered at the Special Services Desk, Tool Rental, and Pro Desk
- Has knowledge of other HD companies and how to best recommend them

#### *Teams up with others to ensure customer satisfaction*

- Turn over customer to Sales Specialist when needed
- Give feedback to IMAs and DSs about what's selling
- Communicate to the Freight Team and IMAs about out of stocks
- Resolve customer complaints or involves the appropriate manager to ensure customer satisfaction
- Cooperate with other Associates when asked to help

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## DRIVES SALES

*Executes sales process (greet, qualify, recommend, close, go the extra mile)*

- Take Customers through the 5 step Sales process
- Discuss available options (good, better, best)
- Suggest related items/services outside of department that customer may need
- Follow up on job quotes to complete the sale
- Set and achieving personal sales goals
- Read daily, weekly, monthly sales reports
- Know how product stacks up to competition
- Give feedback to DM and ASM about what is selling
- Make decisions on markdowns when necessary to satisfy customer

*Ensures department is in-stock, clean, and shoppable*

- Execute daily stock maintenance: all products are signed, displayed, lit and clean
- Ensure Ad items are in stock
- Does light pack-down and pack out as necessary to remain in-stock
- Keep up on status of out of stocks and when product will be shipped
- Keep set integrity
- Restock returns
- Assist with minor resets and cross merchandising as necessary (including wing stacks, chip clips, displays and ads)
- Ensure that aisle end caps and counter promotions are clean, presentable, and in-stock

## BUILDS SKILLS AND KNOWLEDGE

*Builds Personal skills and knowledge*

- Learn at least one new thing each day
- Proactively seek knowledge on all products and services
- Maintain advanced knowledge of all products in department

*Builds Customer skills and knowledge*

- Educate customers about the whole project
- Conduct clinics

*Builds skills and knowledge of other Associates*

- Teach someone at least one thing each day
- Coach others regarding customer service skills
- Conduct PK classes

## MAINTAINS SAFETY, SECURITY AND INTEGRITY

*Follows all safety policies and procedures*

- Ensure that aisles are safe
- Act as spotter when necessary
- Take action if other Associates are acting in an unsafe manner

*Follows all other policies and procedures*

- Follow all loss prevention policies and procedures
- Take action to reduce shrink
- Treat all associates and customers with the respect policy in mind

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## Skill and Competency Profile

### CUSTOMER SERVICE STANDARDS

	[1] <i>Beginner</i>	[2] <i>Skilled</i>	[3] <i>Advanced</i>	[4] <i>Expert</i>
1. <b>Quality Service</b> – Makes customers the first priority, actively seeks out customers, greets all customers, offers assistance				
2. <b>Product Knowledge</b> – Demonstrates a high level of knowledge of products, services and procedures in assigned area and nearby departments, knows priority SKUs				
3. <b>Solutions</b> - Seeks to fully understand the customers' needs, provides customer with the best solution even if it involves a markdown, contacts other associates/leaders as needed; until customer's need is met				
4. <b>Respect</b> – Treats customers in a sincere, appreciative manner and thanks them for their business, minimizes their time in the checkout line, acknowledges waiting customers and thanks for shopping with The Home Depot				
5. <b>Project Focus</b> – Asks customers about their project and provides appropriate related items and services for total project, sells the whole project				
6. <b>Selling Skills</b> - Promotes products and services using Greet-Qualify-Recommend-Close, resolves customers' concerns; executes "Good, Better, Best" strategy				

### STORE STANDARDS

7. <b>Clean and Uncluttered</b> - Maintains a clean and uncluttered store environment, ensures that department/area and aisles are clear, product is easily accessible to customers; consistently removes trash and distressed items				
8. <b>In Stock</b> – Fully packed down and in stock at all times; labeled and striped properly				
9. <b>Signage</b> – Aisles and products, specials etc. are all clearly and attractively signed; adhere to sign standards and governance				
10. <b>Safety Compliance</b> – Follows safety policies and procedures, identifies and corrects safety hazards, reports violations, and encourages others to work safely; stay current on licenses and HHM standards				

### PROFESSIONAL STANDARDS

11. <b>Professionalism</b> - Acts with integrity, maintains professional appearance, shows courtesy, has a positive, enthusiastic approach to work and takes pride in their work				
12. <b>Working Relationships</b> - Works effectively with others, resolves conflict, listens well, and shares knowledge with others				
13. <b>Personal Development</b> – Takes an active role in growing skills, abilities, and product knowledge, and seeks further understanding of all aspects of the business				
14. <b>Openness</b> – Treats all associates with respect, is considerate of others' viewpoints, and accepts change				
- <b>Time Management</b> – Follows company policy regarding work schedules, arrives on time, makes good use of time while at work, completes tasks and assignments in a timely manner; seeks additional projects in down time				

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## Physical Job Requirements

- **Bending, stooping, reaching, twisting, lifting, pushing, pulling and moving items**
    - *Requires the ability to move around the store and maneuver merchandise when necessary*
  - **Responding to public address system announcements**
    - *Requires ability to respond to customer service calls, personal pages and general information announcements*
  - **Moving and Standing**
    - *Requires moving around the store to assist Customers*
  - **Identifying and reading reports, tickets and UPC labels**
    - *Requires recognizing, identifying and using merchandise and necessary reports*
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## Environmental Job Requirements

- Due to forklifts and other heavy equipment traveling through the store, temporary cracks may appear in the floor, causing an uneven walking surface
  - The warehouse environment can be dusty and noisy
  - Doors are frequently open, causing drafts and interior temperature changes
  - Floors around work area may become slippery during wet weather conditions
  - May have to handle merchandise and work with tools with sharp edges
  - Passing forklifts emit gas fumes
  - Tools, supplies and related merchandise may contain hazardous materials
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## Minimum Qualifications

18 years or older  
High School Degree or Equivalent  
Pass the Drug Test  
Pass the background check  
Be able to work a flexible schedule  
Pass the validated Sales Associate Test  
Successfully complete any required Training

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## Preferred Qualifications

*For internal candidates:*

0 to 2 years Home Depot experience  
2 to 4 years Retail or Trade experience

*For external candidates:*

2 to 4 years Retail or Trade experience

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*Management has the right to add or change these duties of the position at any time.*