

INTERNATIONAL CRUISE SHOPS, LTD.

Job Description

POSITION: **Shipboard Sales Associate**
EMPLOYMENT STATUS: Exempt – Contract (Approximate 6 Months)
REPORTS TO: Gift Shop Manager – Shipboard Operations

POSITION SUMMARY:

The Shipboard Sales Associate will deliver our high quality retailing standards, continuously driving maximum sales results and superior quality guest service.

PRIMARY RESPONSIBILITIES:

Sales

- Achieve/exceed sales goals as outlined by the company.
- Achieve/exceed promotional targets, including the Critical Success Factors, as outlined by the company.
- Utilize add-on selling, cross-selling, and merchandise upgrading techniques to meet the guest's needs and maximize sales.
- Inform the guest of in-store specials and promotions and their advantages in order to drive sales.
- Successfully close sales by advising the guest of our warranty and "Shop with Confidence" guarantee policy, along with the primary reasons to choose Starboard as their vacation retailer.
- Accurately process sales quickly and efficiently through the POS system.

Service

- Acknowledge and offer a welcoming greeting to the guest as they enter the store.
- Initiate a friendly conversation and establish rapport with each guest.
- Ask open-ended questions to determine guest needs and accurately answer questions in a helpful and courteous manner.
- Present merchandise with enthusiasm, and assist in the selection by making recommendations to the guest.
- Create value to the guest by explaining features and benefits regarding the merchandise with accuracy.
- Accurately advise the guest on use/care of the merchandise in order to close the sale.
- Always thank the guest for visiting the store and give them a reason to return.

Merchandise & Visual

- Accurately receive and check-in merchandise deliveries to the vessel.
- Ensure all merchandise is accurately SKU'd and priced at all times.
- Always present a clean, neat and tidy store according to Corporate HQ's visual merchandising directives (i.e. PQ's – Presentation Quality).
- Keep shelves and fixtures organized and fully replenished on a timely and ongoing basis.
- Partner with the visual team for merchandise placement and display maintenance.

Loss Prevention

- Maintain an awareness of high shrink merchandise within the shops.
- Demonstrate integrity and honesty in all interactions with guests and associates.
- Report sources of potential loss and/or shop thefts to Gift Shop Manager or company hotline.
- Maintain an accurate updated Associate Declaration Form.
- Assist in periodic inventories and cycle counts as required.
- Comply with Daily Seal Log and Key Log Procedures of all shop doors and lockers.

Safety

- Comply with all safety, security, and environmental policies as outlined by Corporate HQ and cruise line partners.
- Report to management any incidences of illnesses/work related injuries.

KEY COMPETENCIES:

- Integrity & Trust
- Drive for Results
- Customer Focus
- Learning Agility
- Approachability
- Action-Orientation
- Team Player
- High Energy
- Hygienic Appearance

JOB SKILLS REQUIRED:

- Ability to communicate clearly and effectively with guests and colleagues.
- Ability to accomplish goals in a team atmosphere.
- Ability to work in a fast-paced environment.
- Ability to take initiative in self-development.
- Ability to remain flexible in work assignments.
- Ability to follow direction and guidance as given by management.
- Ability to learn and transfer solid product knowledge.
- Proficient English-language speaking, reading, and writing skills
- Ability to continuously lift, pull, and push boxes of merchandise and fixtures throughout the store and lockers up to 55 lbs. using the appropriate safety equipment as required.
- Ability to physically participate and effectively contribute in cruise line's boat safety and emergency life-saving drills as required.

REQUIRED EXPERIENCE:

- Must be 21 years or older
- 2 Years of retail experience and/or customer service experience
- Basic computer skills
- Multiple language skills preferred for certain ship assignments