

ROLE DESCRIPTION:
SALES ADVISOR

WHAT YOU DO

As a Sales Advisor, you'll be responsible for providing excellent customer service, welcoming & guiding customers through your store to actively sell our products and providing customers with support & guidance.

You'll use your fashion and product knowledge to provide our customers with all the relevant information they need for the best experience.
You'll also work on garment refill & care, presentation and contribute to a clean and tidy sales floor and back of house, working closely with the rest of your store team to deliver an excellent customer experience.

WHO YOU ARE

As a Sales Advisor, you'll be passionate about fashion and everything we create instore.

As well as being motivated by giving customers a great experience. You should also be communicative, creative and curious, motivated, flexible, decisive, and action oriented. You should also enjoy working in a collaborative and dynamic environment.

We look for individuals who can apply their previous experiences to the role. Experiences working within customer service in fashion, retail or other service related industries are all considered.

HOW YOU DO IT

By acting in line with our values and being a role model, you contribute to your own and H&M's success.

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.

WHAT YOU DO

Your responsibilities

Customer Sales & Profit	<ul style="list-style-type: none">• Provide excellent customer service: welcoming & guiding customers through the store & OMNI experience available, supporting them with direct customer service• Willingness to engage and have conversations with customers to provide excellent service• Guide customers through our fashion trends, stories & products in all areas of the store• Ability to effectively promote and sell our products to customers• Actively promote our Customer Loyalty App (Hello Member) & instore Sustainability initiatives• Representing yourself and the H&M brand positively during all customer interactions• Support with commercial or operational actions to reach sales targets with store management team
Fashion & Trend Awareness	<ul style="list-style-type: none">• Keep up to date with fashion scene, trends, tendencies, styles, brands, products, competitors, and relevant influencers etc.• Use your product & fashion knowledge to share relevant information to customers
Team & Development	<ul style="list-style-type: none">• Retain and share your service, fashion and store operations knowledge and skills with colleagues• Follow all procedures, routines, and legal requirements in all areas of the store• Giving & receiving feedback with your colleagues to learn, develop & support each other• Participated in relevant available On Boarding, Introduction Processes & Trainings and Courses relevant for your role & future development
Retail Operations / Visual & Commercial Execution	<ul style="list-style-type: none">• Complete full garment cycle from unpacking and refill to steaming and ensure good garment care• Operate fitting room and checkout areas according to best practice & processes• Contribute to a clean and tidy sales floor and back of house (including stockrooms)• Support with garment presentation, execution and maintain attractive merchandise displays, clear trends & stories according to visual & commercial guidelines• Ensure good stock levels with replenishment routines on sales floor• Upkeep & following best practices for any instore OMNI Services & instore tech services/tools etc (Instore Care App, Click & Collect, Smart Store etc)• Support with opening and closing of the store• Following all H&S guidelines and legal requirements applicable to role and responsibilities

WHO YOU ARE

Your knowledge and personal characteristics

Knowledge consists of skills, competencies & experience

Skills & Competencies


Skills needed to perform the role effectively
Key behaviours & knowledge competencies critical to thrive and perform in the role

- Confident in understanding sales reports & a willingness to learn & develop for the future
 - Keep up to date of current fashion trends and popular styles
 - Ability to effectively promote and sell products to our customers
 - Confident in driving Member and other instore services & features to ensure an excellent OMNI customer experience
 - Effective communication and active listening
 - Curious & eager to work with technology to support role
 - Ability & confidence to leverage and adapt to new technologies introduced in the store environment
 - Efficiently managing tasks and customer queries
 - Prioritizing growth and learning for yourself and the team
 - Sales experience working in a dynamic and collaborative environment that you can apply to your role
 - Experience working with customer service in fashion, retail or other service related industries
- Salesmanship
- Welcoming & customer centric/ promote & sell products to our customers/ driving all OMNI instore services & features
- People and relationships:
- Willingness to learn & develop / communicative / role model of our values / collaborative / active listening
- Tasks and projects:
- Curious / creative / flexible & agile / imaginative / trend aware
- Drives and emotions:
- Motivated / passionate / action & achievement oriented / proactive/ Effective communication and active listening

HOW YOU DO IT

Your behaviours: living the values, growth mindset, and leadership

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.

Our Values	Values in action
Our values have both guided and united us since 1947. They are the foundation of our culture, embedded in everything we do and everything we create.	Our values are put into action through their key behaviours/competences, that guide everyone here to perform a task successfully regardless of role. See below.
<ul style="list-style-type: none">• We are one team• We believe in people• We are entrepreneurs• We make constant improvement• We are cost conscious• We are straight forward and open minded• We keep it simple	<ul style="list-style-type: none">• Collaboration (e.g., the ability to be collaborative, inclusive, engaging)• Empowerment (e.g., the ability to be empowering, trusting, listening)• Innovation (e.g., the ability to be innovative, risk-tolerant, flexible)• Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn)• Resourcefulness (e.g., the ability to be resourceful, responsible, proactive)• Honesty (e.g., the ability to be open-minded, sincere, self-aware, feedback culture)• Clarity (e.g., the ability to be clear, efficient, effective) <p>[More detailed examples of how the key behaviours/competences can be expressed can be found in the document  Values in Action Overview.pdf, please click on link to access].</p>

OUR VALUES are the starting point for how we act. They form a red thread throughout the competences needed in your role.

