



## JOB DESCRIPTION-SALES ASSOCIATE

**Title** – Sales Associate

**Reporting to** – Store Manager

**Skip Level** – Areas Operations Manager

### About Lenskart

With a mission to give India a vision, Lenskart.com is India's fastest growing eyewear company. Lenskart's products include prescription eyewear, branded contact lenses and sunglasses, all equipped with the customers' eye powers. Backed by IDG Ventures, Unilazer Ventures and TPG Capital, Lenskart has grown its array of services exponentially.

### About the Role

Sales Associate is responsible for providing the best customer experience in the stores by providing high standards of selling services to Lenskart customers. He/she plays a pivotal role in driving the revenue achieved by the store.

### Responsibilities

Area	Activities expected to be performed by a Lenskart Sales Associate
<b>Customer focus</b>	<ul style="list-style-type: none"><li>✚ Sales Associate is expected to greet and welcome all walk-in customers and guide them toward the clinic, promoting the free eye check-up</li><li>✚ He/she will be involved in stock takes, maintaining sales floor standards, and other day-to-day tasks to deliver the best shopping experience to the customers</li><li>✚ He/she must possess a basic understanding of the POS system to ensure that the transactions are processed effectively</li><li>✚ He/she must be dedicated to customer satisfaction and must go beyond his means to resolve any concerns that the customer has</li></ul>
<b>Product recommendation</b>	<ul style="list-style-type: none"><li>✚ With the information received from the Optometrist and the customer, he/she will present the customer with an optimal selection of products. This opportunity may be used to strike a conversation and convert it into sales</li><li>✚ He/she is expected to understand the unstated needs of the customer, ask relevant questions, and pick the right time to pitch the recommended solutions</li></ul>
<b>Achieving sales targets &amp; SOP adherence</b>	<ul style="list-style-type: none"><li>✚ Sales Associate is expected to achieve the assigned target for sales, eye-test conversion, and returns. He/she must follow all assigned SOPs diligently</li><li>✚ Post making the sale, he/she is responsible for coordinating with the customer for product pick-up, after receiving due communication from the warehouse. He/she will verify the accuracy of the lenses fitted before handing over the product to the customer. In case of returns, he/she is expected to understand the reason and try to resolve the same to control the return percentage</li></ul>
<b>Store upkeep &amp; maintenance</b>	<ul style="list-style-type: none"><li>✚ He/she is expected to maintain Lenskart standards of hygiene in the store with respect to the overall display, frames, instruments, and other store equipment by cleaning them regularly</li><li>✚ He/she must ensure the security of all Lenskart equipment and ensure there is no shortage of stock units or damage in the store</li></ul>

### Personal attributes & competencies

- ✚ Minimum qualification: Graduation or pursuing final year can also apply
- ✚ Minimum Experience- Fresher
- ✚ Ability to build rapport and trusting relationships
- ✚ Ability to understand unstated needs of the customer and offer solutions
- ✚ Clear articulation and active listening skills
- ✚ Ability to adapt to changing environment and openness to learn
- ✚ Proactive task ownership, result-orientation, and customer-orientation
- ✚ Ability to multitask and organize activities based on priority