



Sales Associate I - Job Description

Updated Oct 2009

Sales Associates I in the Canadian Division are considered “Qualified Beginners” in their field. SAI’s are expected to have *basic knowledge of assigned department products*.

Job Overview

At the highest level, Home Depot Associates must (a) provide outstanding customer service to our Customers and (b) drive the sales and profitability of the store. Customer service objectives include delighting our Customers each and every day and fostering long-term loyalty bonds between our Associates and our Customers. There are six key priorities that deliver the Home Depot shopping experience:

1. Having good quality products available (in-stock, broad selection)
2. Making it easy and safe for our Customers to shop our stores (uncluttered, navigable store)
3. Giving our Customers good value (everyday low prices)
4. Providing our Customers the help they need (available aprons dedicated to service)
5. Offering extra services (installation, delivery, special orders, etc.)
6. Making the shopping experience exciting and fun

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, provide information on product features and are familiar with related items in order to sell an entire project. Associates in this position know how to find, inquire, respect, solve and thank every customer in their department and know how to provide basic service in adjacent departments. Sales Associates are focused on customer service and finding and solving customer needs.

Primary Tasks and Responsibilities

Customer FIRST

Provides customers with excellent customer service.

FIND

- Seek out customers to help. If tasking, stop, make eye contact, smile, greet them and say “I will be right with you.”

INQUIRE

- Talk with customers as you help them. Ask them “What project are you working on?” or “What products are you looking for?”

RESPECT

- Look customers in the eye and be genuinely interested in what they are saying when you are helping them.

SOLVE

- Share your product knowledge with customers. Teach them how to use the product. Remind them of our how-to clinics, how-to books, internet, and vendor contact options.

THANK

- Finish your conversation by saying “Thank you for shopping with us. We appreciate your business.” If necessary, provide contact information for the customer to call if they have any questions with the project.

ENSURES CUSTOMER SATISFACTION

Provides fast, friendly service

- Actively seek out customers in his/her designated department and throughout the store.
- 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
- Be enthusiastic 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 according to the customers' level of expertise
- Escort customers to appropriate merchandise, regardless of 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 related HD businesses (i.e. HDCD, Pro Services, etc) 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 IAs and ASMs about what's selling
- Communicate to the Fulfillment and IAs about out of stocks
- Resolve customer complaints or involves the appropriate manager to ensure customer satisfaction
- Cooperate with other Associates when asked to help

DRIVES SALES

Executes sales process (Find, Inquire, Respect, Solve and Thank)

- 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 follow through on 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
- Does light shelf facing maintenance outside of store power hours
- 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

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 aisle is 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

Skills and Competencies

- **Gets Things Done:** Demonstrates the ability to get results despite a large workload, competing demands and a fast-paced environment.
- **Customer Driven:** Ability and willingness to provide efficient, quality service to all Customers (internal and external).
- **Sales Knowledge:** Demonstrates knowledge of all features of the customer bonding process; incorporates the bonding process in every customer interaction; demonstrates skill in bonding with customers
- **Product/Department Knowledge:** Demonstrates a high level of knowledge of products, services and procedures in specialty area and other areas; has a high level of job knowledge and understanding of systems, procedures, etc.
- **Driving Sales:** Demonstrates knowledge of all departments/areas and effectively promotes products and services; makes decisions in line with the goal of selling; ability to overcome Customer objections in order to make sales
- **Ground-Engaged:** Aware of how the work performed in the job and the goals of the organization are interrelated; aware of the competition; knows the business and industry.
- **Communicates Effectively:** Creates open channels of communication; adapts message to fit the audience; expresses ideas clearly and concisely; keeps others well-informed; listens carefully to input and feedback.
- **Acts with Integrity:** Demonstrates responsible and honest behavior in all Home Depot roles, tasks and responsibilities.
- **Promotes Teamwork:** Maintains positive working relationships with co-workers; effectively handles interpersonal conflict situations.
- **Demonstrates Inclusion:** Demonstrates understanding and respect for people of all backgrounds.
- **Self-Development:** Is aware of own strengths and weaknesses; initiates action to improve one's own developmental areas.
- **Safety Orientation:** Follows safety policies and procedures; identifies and reports safety hazards; encourages others to work safely.
- **Enthusiasm:** Maintains a high level of enthusiasm, commitment and energy to all Associates and customers

POSITION SPECIFIC SKILLS

- **Customer Recovery Skills:** Handles dissatisfied customers or customer complaints effectively, defuses negative situations as appropriate; shows diplomacy; guides toward positive resolution; conveys a sense of competence and effectiveness to customer. Escalates the issue to manager when appropriate
- **Operation of Special Machinery:** Uses equipment in the store to assist customers including computer, key cutter, rope cutter, blind cutter, carpet cutter, paint mixer, wood cutter.

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 listening for 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*

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

Minimum Qualifications

18 years or older
High School Diploma or Equivalent
Be able to work a flexible schedule including evenings and weekends
Successfully pass the validated Sales Associate Test
Successfully complete any required Training

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

Acknowledgment

I acknowledge that I have read the job description and requirements for the Sales Associate I position and I certify that I can perform these functions.

Applicant Signature

Date

Witness Signature

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