



Job Summary

Join our team as a Sales Associate!

The Sales Associate plays a key role in driving revenue growth by delivering exceptional customer service, building long-term relationships, and actively generating new business opportunities. This position is responsible not only for supporting customers through the purchasing process but also for proactively attracting new customers, growing existing accounts, and contributing to the sales team's overall success.

Key Responsibilities

Customer Service & Sales Execution

- Deliver a high level of customer service by guiding customers through the entire buying process from initial inquiry to final purchase.
- Assess customer needs and provide knowledgeable recommendations on products, features, and solutions.
- Demonstrate products and present options that align with customer requirements and budgets.
- Process point-of-sale (POS) transactions accurately and efficiently.
- Handle customer concerns, complaints, and returns in a professional and timely manner.

Business Development & Customer Growth

- Actively engage customers in-store and over the phone.
- Identify opportunities to attract new business through referrals, follow-ups, and community engagement.
- Build and maintain strong relationships with both new and existing customers to drive repeat business.
- Follow up on quotes and leads promptly to convert opportunities into sales.
- Support and participate in marketing initiatives, promotions, and sales campaigns to increase customer traffic and revenue.

Sales Performance

- Meet or exceed individual and department sales targets.
- Upsell and cross-sell products to maximize customer value and project scope.
- Take ownership of special orders and ensure accurate processing and follow-through.
- Close system orders and ensure all sales documentation is complete and accurate.

Operations & Merchandising

- Maintain a clean, organized, and well-stocked sales floor and assigned areas.
- Ensure product displays are visually appealing and support sales objectives.
- Comply with inventory control procedures, including pricing updates and stock organization.
- Double-check customer orders and loads to ensure accuracy and customer satisfaction.

Team Collaboration

- Work collaboratively with team members to ensure a seamless customer experience.
- Support overall store operations and perform additional duties as required.

Critical Attributes

- Strong customer service mindset with a proactive, sales-driven approach.
- Ability to build relationships and earn customer trust.
- Effective communication and interpersonal skills.
- Problem-solving ability with a focus on timely resolution.
- Ability to work in a fast-paced environment and manage multiple priorities.
- Take initiative and seek out opportunities to improve in their role through professional development.

Qualifications

- Minimum 3 years of experience in retail sales, customer service, or a related role in the building materials industry or in a hardware store is a must.
- Extensive knowledge of building materials and construction.
- Experience with POS systems and inventory processes is an asset.
- Basic math and computer skills.
- Flexibility to work a variety of shifts, including alternating weekends with other sales members.
- High school diploma required.

Benefits

- Competitive pay based on experience.
- Health, Dental and Vision coverage available.
- Employee Assistance Program
- Ongoing training and development opportunities.
- Casual dress.

How to Apply

Qualified candidates with a minimum of 3 years of experience in a related field, please send your resume to katie@sel.ca. We thank all who apply. Only those selected for an interview will be contacted.

