

SKILLS FRAMEWORK		
SKILLS MAP - SALES ASSOCIATE/BRAND ASSOCIATE		
Sector	Retail	
Track	Retail Operations	
Occupation	Associate	
Job Role	Sales Associate/Brand Associate	
Job Role Description	<p>The Sales Associate/Brand Associate is responsible for achieving sales, delivering service and operations excellence. He/she also engages in innovation and productivity initiatives for the store. In order to drive seamless customer experience across channels, he handles order fulfilment processes for customers in store.</p> <p>He operates in a fast-paced, diverse and customer-centric store environment. As the first point-of-contact in store, he serves as the ambassador of the organisation.</p> <p>He is a highly motivated and service-oriented individual. He communicates well and thrives in a team environment.</p>	
Critical Work Functions and Key Tasks	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Achieve sales	<ul style="list-style-type: none"> <li>Interact with customers</li> <li>Sell products and services</li> <li>Handle after-retail sales services</li> <li>Close sales</li> <li>Provide advice on products and services</li> <li>Conduct product demonstration</li> <li>Document sales transactions</li> </ul>
	Deliver service excellence	<ul style="list-style-type: none"> <li>Demonstrate service vision</li> <li>Project a positive and professional image</li> <li>Respond to service challenges</li> <li>Provide Go-the-Extra-Mile services</li> <li>Work in a diverse service environment</li> <li>Implement operations for service excellence over multiple customer touch points</li> <li>Acquire industry information</li> <li>Deliver customer service over multiple communication platforms</li> <li>Engage in service innovation initiatives</li> </ul>
	Deliver operations excellence	<ul style="list-style-type: none"> <li>Perform stock control operations</li> <li>Apply security and workplace emergency procedures</li> <li>Follow food and beverage hygiene policies and procedures</li> <li>Follow workplace safety and health policies and procedures</li> <li>Handle merchandise display</li> <li>Handle operations of roadshows, promotions and/or events</li> <li>Perform workplace first-aid</li> </ul>
	Execute customer order fulfilment	<ul style="list-style-type: none"> <li>Handle fulfilment of customers' orders across store pick or delivery service</li> </ul>
	Engage in innovation and productivity initiatives	<ul style="list-style-type: none"> <li>Support implementation of productivity and innovation initiatives</li> <li>Generate ideas that may potentially contribute to productivity improvements and innovation</li> <li>Engage in service innovation initiatives</li> </ul>

	Technical Skills & Competencies		Generic Skills & Competencies (Top 5)	
<b>Skills &amp; Competencies</b>	Adapt To Change	Level 1	Service Orientation	Basic
	After-Sales Service	Level 1	Communication	Basic
	Augmented Reality Application	Level 1	Teamwork	Basic
	Colour Concept Application	Level 1	Interpersonal Skills	Basic
	Compliance with Legal Regulations	Level 1	Problem Solving	Basic
	Customer Experience Management	Level 2		
	Customer Loyalty	Level 2		
	Customer Relationship Management Operations	Level 1		
	Data Analytics	Level 2		
	Drive Productivity and Innovation	Level 1		
	Food and Beverage Safety and Hygiene	Level 1		
	Idea Generation and Selection	Level 2		
	Intellectual Property Management	Level 2		
	Inventory Control	Level 1		
	Manage Change	Level 1		
	Order Fulfilment and Returns Processing	Level 2		
	Organisation Evaluation for Business Excellence	Level 1		
	People and Relationship Management	Level 1		
	Policy Implementation and Revision	Level 1		
	Problem Identification	Level 2		
	Process Improvement	Level 1		
	Product Advisory	Level 1		
	Product Demonstration	Level 1		
	Product Styling	Level 1		
	Productivity Improvement	Level 1		
	Retailing and The Economy	Level 1		
	Sales Closure	Level 1		
	Service Challenges	Level 1		
	Service Excellence	Level 1		
	Service Information and Results	Level 1		
	Service Innovation	Level 1		
	Service Leadership	Level 1		
	Service Planning and Implementation	Level 1		
Store Facilities and Housekeeping	Level 1			
Store Security Policy	Level 1			
Supplier Performance	Level 1			
Visual Merchandising Presentation	Level 1			
Workplace Communications	Level 1			
Workplace First-Aid	Level 1			
Workplace Safety and Health	Level 1			
<b>Programme Listing</b>	For a list of Training Programmes available for the Retail sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/retail">www.skillsfuture.sg/skills-framework/retail</a>			

The information contained in this document serves as a guide.