

Account Manager

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Company: Dior

Location: United Kingdom

Category: other-general

Account Manager

Position

Account Manager- John Lewis Reading

As an Account Manager for Parfums Christian Dior, you are a brand ambassador and an expert in make-up, skincare and fragrance. Through your engaging style, you will actively drive and increase your business, encouraging all Beauty Consultants to achieve their sales targets. By leading and coaching your Team, you will ensure that all clients receive a personalised luxury service. Through your passion for the brand you will demonstrate an attitude that befits Parfums Christian Dior at all times.

MAIN RESPONSIBILITIES

SALES

To set targets for all Team Members in line with Company expectations

To pro-actively sell Parfums Christian Dior products and provide a luxury standard of service to customers

To lead and coach your team to ensure all Team Members, along with yourself are aware of and achieve or exceed sales targets

To pro-actively link sell across product categories, to increase average transaction value (ATV) and average transaction units (ATU)

KPI: To achieve sales targets

SERVICE

To educate and train Team Members on the use and history of Parfums Christian Dior products

To be knowledgeable on all Parfums Christian Dior products and be able to propose personalised products to clients and confidently and appropriately overcome any objections

Demonstrate products on clients by means of flash make-overs and confidently explain the benefits of each products

To initiate contact with customers and welcome them both on counter and through traffic stopping

KPI: To achieve target for Mystery Shopping

MANAGEMENT

To proactively manage all Team Members, identifying coaching and development opportunities and support with training and guidance

To manage stock levels, working in partnership with the Area Manager to ensure that there is sufficient levels

To proactively grow your business through events, appointments and return bookings

To ensure all operational and administrative tasks are complete and to the best of your ability

GENERAL

To participate in merchandise management and ensure that it is in line with Corporate guidelines

To adhere to all Company procedures and policies, as outlined in the employee handbook

To build relationships with store management and adhere to all store policies and procedures

To carry out any additional duties as directed by the management team

Profile

PERSON SPECIFICATION

In order to be successful in this role, you will be:

An entrepreneur, constantly seeking opportunities to develop and grow your business through events and gain new sales

Organised; able to manage paperwork, Team Members, Department and Area Managers and meet the clients' needs

Tenacious; willing to go the extra mile to ensure the customer leaves having received the very best in luxury service.

Self-confident, you will be able to approach and engage with customers at ease, using your strong selling skills to chase that extra sale. You will be able to demonstrate cosmetics and make-up application knowledge, and through excellent communication skills, be able to identify key items that would suit the customers' needs.

Immaculately groomed and presented, you will embody the elegance that customers have come to identify with Parfums Christian Dior.

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