

Fragrance Consultant - Boots Reading

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Company: Dior

Location: United Kingdom

Category: other-general

Fragrance Consultant - Boots Reading

Position

POSITION: Fragrance Consultant

DEPARTMENT: Retail

LOCATION: Boots Reading

REPORTS TO: Counter Manager

As a Fragrance Expert for Parfums Christian Dior, you are a brand ambassador. In your role, you are responsible for driving fragrance sales by achieving your sales targets while promoting the brand and providing a personalised luxury service to customers.

Through your passion for the brand you will demonstrate an attitude that befits Parfums Christian Dior at all times.

MAIN RESPONSIBILITIES

SALES:

To be an expert on fragrance, able to evoke passionate responses to fragrance notes to inspire and gain new clients

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

To be aware of and achieve or exceed sales targets, as set by your line manager

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

KPI - To achieve set sales targets

SERVICE:

To be knowledgeable on all Parfums Christian Dior products and be able to propose personalised products to clients

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

To develop personal relationships with clients and gain loyalty, introducing the DIOR VIP loyalty and reward scheme to all clients

To educate clients on Parfums Christian Dior products and the brand

KPI - to achieve target for Mystery Shopping

GENERAL:

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

To monitor stock levels, report any issues and ensure that there are sufficient levels

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

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:

Creative; able to recreate the emotions in clients of what fragrance was designed to encapsulate

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

You will be driven and results orientated, seeking out ways to continually grow the business through events and counter activity

Self confident, you will be able to approach and engage with customers at ease, using your strong selling skills

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

Previous experience working in a luxury, consultative sales role is required. Experience in beauty and/or fragrance sales is advantageous.

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