

Description of Position: Sales Leader

Supervises: Sales Associates

Date: July 2016

OVERVIEW: ROLES & RESPONSIBILITIES

Sales Leaders are required to:

- **SERVICE**
 - Analyze the business and create/communicate clear action plans that optimize results
 - Drive to achieve Store Goals for the Year/Month/Week/Day/Segment
 - Support the continuation of a team selling Store environment that delivers a fashion focused Lane Bryant Experience for our Guest
 - Support Lane Bryant selling, incentive and product knowledge strategies
 - Ensure business is driven by each segment with the Roles Leader program

- **EXECUTION**
 - Ensure proper floorset execution to current visual brand standards
 - Ensure effective execution of all operational activities/tasks
 - Ensure all communications are shared with Store Leaders and Associates
 - Maintain merchandise flow/freight processes
 - Maintain policies and procedures and overall Store controls including Loss prevention/safety
 - Support and execute company test initiatives
 - Accountable for contributing to the efforts to prevent shrink and safety awareness

- **TALENT**
 - Coach and maximize the abilities of all Associates
 - Ensure each Associate completes on boarding and all required training programs

QUALIFICATIONS

- Proven ability to deliver sales results
- Strong communication and customer service skills
- 1- 3 years of specialty retail experience
- Prior sales leadership experience preferred
- High school diploma required
- Bachelor's degree preferred

PHYSICAL REQUIREMENTS

- Ability to reach, push, pull, stand, squat and bend for up to 4 hours or longer as necessary.
- Ability to use common tools.
- Able to operate computerized register system.
- Must be able to meet store banking requirements and to respond to store alarm problems, as needed.
- Able to lift as much as 50 pounds.
- Able to climb an 8-foot ladder.