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Job Description:	<b>Sales Area Leader</b>
Reports to:	Roots/ Non-Roots Leaders
Supervises:	Sales support personnel
Position Purpose:	Ensure exceptional customer service, department sales, and profit through effective leadership, engagement and accountability

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Key Job Responsibilities:

**1. Customer Service / Managing Department**

- a. Sell and promote your department's products and related goods. Selling should be your first priority – at least as important as buying. Take complete responsibility for display and selling of your inventory. Use accepted selling techniques such as “suggestive selling.”
- b. For big sales, stay with the customer through to checkout. Don't just take them to cashier and say “schedule them for delivery.”
- c. Determine the right product placement / end caps, pricing and inventory levels. If there could be any question about pricing at the time of receiving, coordinate with Business Administrator / POS – Inventory Leader to keep inventory correct
- d. Determine and/or ensure the necessary signage is produced
- e. Work with GC Manager to create department budgets and sales goals
- f. Maintain quality control, organization and overall appearance of department
- g. Put slow moving product sale and move it out.
- h. Maintain neatness, trash control, monitor watering, fertilizing, pest control
- i. Delegate – help keep others on task. Ensure people are not congregating around the checkout, or in the gift shop/office.
- j. In order for sales to increase past current levels and to support upgrades in the garden center it is necessary to continuously upgrade the selling skills of everyone at Buchanan's. Sales Area Leaders must to set the pace and be an example.

**2. Buying / Inventory**

- a. Buy the right product mix and strive to increase sales / margins over last year's actual sales.
- b. Work with and collaborate with other SALs to cross-sell and cross-buy. Communicate what you want to buy from vendors ahead of the time to ensure availability
- c. Ensure computer inventory input of department merchandise is accurate
- d. Conduct bi-annual inventory (June/July and December/January)
- e. Check incoming deliveries for accuracy and quality. When you know your department will receive a delivery on your day off, assign/ask another SAL to receive it and check it in. When there are deliveries of mixed plant material, radio the accountable SALs and double check their material for quality and sign off on their part of the delivery
- f. Everyone should not be inside “ordering” at the same time, make sure someone is outside selling

**3. Professional Growth**

- a. Work with GC & President to create and individual development plan to increase your job knowledge



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- b. Follow through on your development plan and show demonstrable results by the end of the calendar / PMP year.

#### 4. Supervising Personnel

- a. Participate in employee hiring, orientation, training
- b. Ensure your new hires are thoroughly oriented in their new job
- c. Create a PMP (Performance Management Plan) with your new hire within their first 30 days. Conduct their first -90 day performance review with GC manager present. Create a development plan for them for the remainder of the calendar year.
- d. Train your staff in selling techniques, product knowledge and garden center policies – see Employee Handbook. Monitor attendance, enforce policies & procedures. Monitor overtime, vacations and time off.
- e. Schedule, supervise and coordinate daily employee activities for maximum productivity
- f. Give and receive positive and constructive performance feedback to your direct reports and other SALs

#### 5. BNP Leadership Team Responsibilities

- a. All SALs have a good understanding of all major BNP work processes and will actively support them and/or will offer work process improvement suggestions.
- b. All SALs will do their part to make good department and/or BNP decisions using good critical thinking and decision making practices.
- c. Participate in Sales Area Leader Weekly Meeting, Review your weekly reports / know your actual sales revenues and margins. Discuss and agree with GC Manager on go-forward activities to meet or exceed goals.
- d. Saturday Meetings: Spring = 8:30AM; Other times = 8:45AM. Discuss email newsletter and ad, special events, understand the Garden Center's priorities communicated by the President and / or GC Manager
- e. If you are checking in another SAL's order, ensure it is accurate and the quality is acceptable. Is it pest free?
- f. Participate in creating effective advertising and promotions
- g. Participate in Monday weekly sales staff meetings to help produce the best results for the department and garden center
- h. Communicate key information and / or decisions with employees and management. When a decision has been made, accurately communicate it and ensure it is understood and supported.
- i. Be proactive in addressing/resolving all BNP work issues with Garden Center Manager
- j. Do your part to create an innovative and collaborative BNP culture
- k. Do your part to cross-train people in your department's products and support other SALs in cross-training your direct reports
- l. Do your part to ensure BNP is a safe place for customers and employees; identify safety hazards and mitigate them.
- m. Walk around periodically throughout the day to check parking lots and entrances to ensure proper housekeeping and deter theft

Each BNP person is an integral part of the overall success. To keep BNP operating at an efficient, effective and profitable level, all BNP members are asked to assist in different areas of the operation and to perform tasks that are outside of their day-to-day responsibilities. However, exceptional customer service is every BNP employee and leader's responsibility