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Job Description: **Sales Area Leader – Hard Goods**  
Reports to: Operations Manager  
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 priority. 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.
- c. Determine the right product placement. Communicate with Head Buyer and Visual Merchandiser for merchandising plans.
- d. Determine and/or ensure the necessary signage is produced.
- e. Work with Operations Manager and Head Buyer to sales goals.
- f. Maintain quality control, organization and overall appearance of department.
- g. Put slow moving products on sale to move it out.
- h. Maintain neatness, trash control, restocking level and maintenance of products.
- i. Delegate – help keep others on task. Ensure people are not congregating around the checkout, in the Activity Center, or in the Bungalow.
- 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 set the pace and be an example.

**2. Communication**

- a. Communicate regularly with the Head Buyer as to what is needed in the department, what customers are requesting and seasonal needs. A consistent dialog is required for the success of all positions and departments.

**3. Supervising Personnel**

- a. Oversee training of new hires and ensure that they are thoroughly oriented in their new job.
- b. Train your staff in selling techniques, product knowledge and garden center policies – see Employee Handbook. Monitor attendance, enforce policies & procedures.
- c. Ensure your new hires are thoroughly oriented in their new job.
- d. Schedule, supervise and coordinate daily employee activities for maximum productivity.
- e. Give and receive positive constructive performance feedback to your direct reports and other SALs.

**4. BNP Leadership Team Responsibilities**

- a. All SALs should 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 critical thinking and decision-making practices.
- c. Morning Meetings: Discuss email newsletter, special events, current sales, and communicate the Garden Center's priorities indicated by the GC Managers.
- d. Check in orders directly related to department and relay credits ASAP to Head Buyer.
- e. Participate in creating effective advertising and promotions.



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- f. 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.
  - g. Be proactive in addressing/resolving all BNP work issues with Garden Center Managers.
  - h. Do your part to create an innovative and collaborative BNP culture.
  - i. Do your part to cross-train people in your department's products and support other SALs in cross-training your direct reports.
  - j. Do your part to ensure BNP is a safe place for customers and employees; identify safety hazards and mitigate them.
  - k. Walk around periodically throughout the day to check parking lots and entrances to ensure proper housekeeping and deter theft.

### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear and taste or smell.

The employee must occasionally lift and/or move up to 50 pounds.

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*