



Job Description:	Green Goods Sales Area Leader
Reports to:	Green Goods Buyer/Garden Center Manager/Assistant Manager
Supervises:	Green Goods Sales Support
Position Purpose:	Ensure exceptional customer service, department sales, and profit through effective leadership, engagement and accountability

Key Job Responsibilities:

1. Customer Service / Managing Department

- a. Sell and promote your department's products and related goods. 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 questions about pricing at the time of receiving, coordinate with Green Goods Buyer to keep inventory correct
- d. Ensure the necessary signage is produced and distributed
- 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 on 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/activity center.
- 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. Supervising Personnel

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

3. 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. Responsible for leading/producing 1-2 customer classes per year
 - 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. 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.
 - h. Be proactive in addressing/resolving all BNP work issues with Garden Center Manager
 - i. Do your part to create an innovative and collaborative BNP culture
 - j. Do your part to cross-train people in your department's products and support other SALs in cross-training your direct reports
 - k. Do your part to ensure BNP is a safe place for customers and employees; identify safety hazards and mitigate them.
 - l. 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 accommodation 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.