



Retail Job Roundup

Exploring a Job in Retail Sales

Being in retail sales gives one the opportunity to meet new people and interact with customers on a daily basis. For someone who considers him or herself to be a “people person,” a career in retail sales can be quite satisfying. In addition, there are many opportunities for advancement in the retail sales industry, and every day can present new challenges. Although daily activities might be similar when working in a retail sales job, a person in this career will still enjoy different experiences each and every day. Those working in a retail sales job can also regularly learn new things and have interesting discussions with new people every day.



There are several different jobs associated with the retail sales industry. In some of these jobs, a retail sales specialist may be required to assist customers in making educated decisions about their purchases. For example, the

retail sales specialist may be required to inform a customer of how a product works and of any accessories they might need to go with that product. The retail sales specialist might also have to answer questions on how well a product works as well as discuss commonly known issues with a particular product.

In other retail sales positions, one might be required to market and sell a particular product. For example, the store in which the individual is employed may be trying to up its sales of extended warranties. In this case, the retail sales specialist may need to implement a technique known as suggestive selling. With this technique, the retail sales specialist may suggest an extended warranty that will assist the customer in the repair or replacement of the product if an issue should occur.

Another part of retail sales involves locating a particular item for a customer. It could be the retail sales specialist’s

responsibility to find the item in another store. A great example of this is when a customer wants a specific patio set that the store does not have in stock. The retail sales specialist would then go the extra mile and call other stores in the area to find out if they have the item for the customer. This does not include calling competing stores, however, as the retail sales specialist would only call stores within the same chain.

Becoming a Retail Sales Specialist

For the most part, there are no special requirements for working in retail sales. Generally, a person interested in a career in this field will receive on the job training. The more experience the specialist gains, however, the more opportunities he or she will have for advancement. While a person may start off as a cashier, he or she could very well work into a supervisory position within just a year. All it takes is some motivation and determination.

The general qualifications for being in retail sales are excellent people skills, patience, the ability to work as a team player, a neat appearance, and good communication skills. A person that is fluent in another language will also enjoy greater employment opportunities within this field.

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