

POSITION SUMMARY

- Manages all aspects of the boutique in line with the commercial strategy approved by the management, and always within standards of image and services worldwide.
- Achieves sales, service & operational KPIs
- Understands the market; adapts to market changes and incorporates information to develop sales planning with Retail Director
- Assumes leadership role and strengthens retention through effective communication, on-going effective staff training and awareness of staff morale and career development
- Promotes broad understanding of the business relevance of CRM

Main Responsibilities

Brand Passion

- Acts as Maison ambassador; demonstrates and encourages enthusiasm and excitement for the brand, the history, and the culture
- Coaches team on adhering to the brand guidelines; ensures team members to act as ambassadors to deliver the brand image to every Client.
- Demonstrates the luxury selling culture within the team
- Maintains in-depth product knowledge, instructs and shares product information to the team to optimize sales strategies

Leadership

- Provides instructions and directions for the team in alignment with the business plan
- Motivates team for goal achieving: create a positive work environment, empower the team, encourage innovative solutions, creates sense of team spirit and commitment to the Maison
- Identifies individual strengths and development areas for future development and growth and effective succession, and provide proper support
- Organizes the team in an efficient manner according to business needs and delegate responsibility with clear expectations
- Provides regular feedback and supports team members with consistent coaching, identifies their development and training needs
- Supports and fosters On-Boarding Process
- Identifies steps to reduce staff turnover rate and strengthens retention by smooth integration of new joiners and by emphasizing awareness of people and career development; anticipates potential leave risks for top talent; retain top talents

Sales

- Achieves sales goals, translates strategic and business goals into concrete and individual actions and objectives
- Monitors business and market trends, cooperate with Retail Director to develops a selling strategy in his/her boutique based on market trends, different selling opportunities and sales objectives
- Models expert understanding of the luxury selling culture and coaches the team to effectively apply all principles; be an active manager on the sales floor; constantly communicates on boutique sales goals
- Ensures business opportunities are maximized through efficient sales floor management, being a visible presence and support as well as ensuring standards are achieved
- Understands competitors' products and differentiates products in competitive selling situations; coach the team on how to sell products versus the competition in order to uplift conversion rate

- Maximize the potential of all product categories carried in the store, capitalizes on all available supports (visual merchandising, training, clienteling, events, office team...) and fosters synergies between categories
- Gathers and provides customer feedback to management team for future business planning

Customer Service & CRM

- Establish a Client-centric mindset in the team, motivate and lead them to achieve Services & CRM KPIs
- Promotes clienteling as a daily activity; ensures the team to collect qualitative data and coach them to establish trust and strong business relationships
- Ensures the team provides excellent service to each individual entering the boutique, in line with standards of customer service
- Builds a loyal Clientele, leverages all clienteling tools to ensure the highest level of customer experience and achieve repurchase objectives
- Leads by example on the floor, understand the clients' needs, identify potential areas of improvement
- Actively participates in appropriate local networking and community events to capture prospects
- Always back-up their team in case of customer complaints; can handle communication with complaining customer in a confident way, uses the opportunity to build a long-term relationships

Boutique Operations and Administration

- Implements brand guidelines and shares best practices
- Demonstrates and controls all operational processes; maintains accurate documentation and coaches associates
- Proactively controls the inventory, assures the consistency, correctness and appropriateness of the stock at any time. Manages inventories in a pro-active way in order to optimize the sales while keeping a financially healthy stock level
- Maximizes sales opportunity through perfect merchandising execution and dynamic display. Ensures boutique visibility and environment align with brand standards
- Understands and communicates policies, standards and procedures and ensures properly executed
- Monitors store controllable expenses, supervises loss, assets protection and risk management and be accountable for inventory management
- Ensures proper maintenance, keeps up the boutique in excellent states at all times

Candidate Profile

- Tertiary educated with minimum 5 years sales and management experience in luxury retail, preferably with sales background in accessories and watches
- Good command of Cantonese, English and Mandarin. Other languages are advantageous
- Excellent selling, customer service and clienteling skills, having relationships and networks are advantageous
- Sincere, warm and pleasant, strong brand integrity, and adaptable to changes
- Strong leadership with people management skill, able to motivate, develop and cultivate a team
- Proactive, organized, multi-tasking, strong analytical and problem solving skills and highly adaptable to dynamic environment
- Computer knowledge in Word, Excel and PowerPoint
- Good leadership with ability to coach and motivate sales team to achieve sales target