

Northville Assistant Store Manager (Salary)

Position Vision

The Assistant Store Manager supports the teaching and training of all staff to create a culture of care and exceptional brand delivery with customers. They will help guide all systems which support the store's daily operational excellence and act as supervising lead as needed. Additionally they will identify, develop and act on business opportunities that build customer base, brand recognition while maximizing sales.

Position Expectations

Lead customer and staff experience

- Supports World's Best customer care
- Teach, monitor and uphold staffs customer care delivery which showcases personalized service
- Teach and monitor store operational procedures and policy for consistency of delivery
- Support and monitor consistency in product knowledge information shared with customers.
- Support and recognize staff for positive selling behaviors
- Support and coach resolution of staff concerns
- Value all team members for contribution
- Be a visible mentor for all staff communicating store and company's vision and goals

Support community engagement brand relevance and authenticity

- Identify and develop tactics which support customer exposure to community organizations, gyms/ studios, and other corporate businesses resulting in sales.
- Educate and coach floor staff on tactics of community outreach initiatives which build sales opportunities while connecting brand
- Be present at community events and network in community to develop business exposure to brand.
- Educate staff on promotions, vendor launches which enhances customer experience and brand message
- Promote regular presence of brand through all social media channels

Lead store operations for Retail excellence

- Oversee the day to day operational needs of the selling and non selling floor
- Oversee morning meeting content and effectiveness of learning
- Review daily sales goals and teach and train sales strategy to meet sales plan
- Adjust daily staff schedule according to needs and be readily available to work sales floor as needed
- Support shipping and receiving functions to ensure timely product flow and accurate inventory management
- Support all aspects related to Retail Star, Web interface and customer capture.
- Oversee the opening and closing store checklists
- Support physical inventories
- Support product presentation flow and visual standards

Support hiring and development of exceptional staff

- Teach tools and systems which support professional selling skills and strong customer engagement
- Realistically assess current and future needs of staffing
- Actively recruit, interview and hire key players
- Consistently review performance benchmarks and coach results
- Support yearly evaluations and day to day teach selling skills, product knowledge, overall customer engagement
- Support store trainer as needed on all needs surrounding new hires and ongoing weekly staff development and training

Gazelle Sports – Be Your Best



Exhibit care

- Show daily desire to live Gazelle's Sports mission and support others to do so
- Respect, value and appreciate all staff and their roles
- Fosters enjoyable work atmosphere
- Professional in approach in confidential matters