

Assistant Store Manager (Salary)

Position Vision

The assistant store manager actively supports the teaching and training of staff to create a culture of care for customers and staff. They guide all systems which support the store's operational excellence ensuring a consistent brand message is delivered.

Position Expectations

Lead customer and staff experience as core focus

- 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
- Teach and monitor consistency in product knowledge information shared with customers.
- Support product presentation flow and visual standards
- Develop, train and support SFL to consistently assume role of customer care and staff liaison
- 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's vision and goals

Support brand relevance and authenticity

- Uplift all collaborative opportunities with community organizations, businesses, and professionals which support health and fitness and align with strategic values
- Educate and coach floor staff on tactics of community outreach initiatives which build sales opportunities while connecting brand
- Educate staff on promotions, vendor launches which enhances customer experience and brand message
- Support product presentation and visual standards

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 customer volume for the day
- Support shipping and receiving functions to ensure timely product flow
- Support and train all aspects related to Retail Star and customer capture
- Support completion of price changes and stock balances and other inventory management needs
- Oversee the opening and closing store checklists
- Support physical inventories

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



Gazelle Sports – Be Your Best

- Act as store trainer as needed on all needs surrounding new hires and ongoing weekly staff development and training

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