



**Heinemann**  
Asia Pacific

## Sales Assistant

Based at Hong Kong

### About the Company

We are a European travel and retail company established in Singapore in 2010. Our group has over 130 years of experience in international Duty Free and Travel Retail, stretching from distribution over retail onto high-end logistics solutions. We operate over 230 stores at 125 airports in 47 countries. We have expanded our travel retail business in the Asia Pacific region and we are currently looking for Sales Consultants (SC) to support our upcoming retail business in Hong Kong.

The role will be reporting to the Sales Team Leader. The Sales Assistant is required to drive maximum sales by providing exceptional level of customer service and acting as an ambassador to Heinemann and the brands within the store. The Sales Assistant must demonstrate a high level of product knowledge and efficient and tactful skills to close a transaction.

### The successful candidate is expected to

#### Customer Service

- Deliver a high level of customer service to the customers and within the team through exceptional communication, product knowledge and willingness to delight the customers
- Show positive attitude, energy and enthusiasm in all interactions, including flexibility in approach used to various types of customers
- Inform the customers of outgoing purchase limits, including promotions that they can avail
- Presents the company in a professional manner by following the company's uniform and grooming guidelines
- Adapt to different types of customer showing flexibility in approach
- Escalate customer feedback to the team leader only after trying the best effort to resolve it at the same level

#### Sales/Profit

- Achieve individual key performance indicators (KPIs) and support the rest of the team in achieving a collective target
- Demonstrate a high level of product knowledge and initiate ways to know more about new products or market trends
- Ensure that current promotions and additional services are made available to all customers
- Ensure that floor and stock presentation is consistent with Heinemann visual merchandising standards
- Provide accurate payment handling and cash handling as per the Company's policies and procedures
- Adhere to company's compliance and security policies and procedures including but not limited to customs and compliance rules and regulations i.e. purchase limits

#### Team Management

- Collaborate and embody team spirit at all times
- Communicate effectively, professionally and clearly to other Heinemann employees
- Share knowledge and experience to other team members
- Ensure that your team collaborates with other teams, including regional counterparts, if needed

### Profile

- Has at least 3 years of working experience as a sales assistant and cashier in a retail/service/food industry
- Has good track record of achieving sales targets (KPIs)
- Has a proactive, positive and can-do attitude
- Able to deliver exceptional customer service
- Has strong interpersonal and communication skills
- Is able to perform well even under pressure
- Is able to work autonomously and independently