

Farm Market Customer Service Salesperson/Marketer/Merchandiser

Responsibilities:

- Greet customers and ascertain what each customer wants or needs.
- Describe merchandise; explain use, operation, and care of merchandise to customers.
- Recommend, select, and help locate or obtain merchandise based on customer need and desire.
- Compute sales prices, total purchases and receive and process cash or credit payment.
- Answer questions regarding the business and its merchandise.
- Maintain knowledge of current sales and promotions, policies regarding payment and exchanges, and security practices.
- Demonstrate the use or give guidance on the use of merchandise.
- Convince others to buy merchandise/goods or to otherwise change their minds or actions.
- Develop constructive and cooperative working relationships with others, and maintain those relationships over a long period of time.
- Build up a clientele that will help the retail business grow.
- Communicate with people outside the organization, representing the organization to customers, the public, and other external sources.
- Develop, design, or create new ideas, relationships, systems, or products, including artistic contributions.
- Analyze information and evaluate results to choose the best solution and solve problems.
- Maintain neat and clean work environment.
- Sort, categorize, and determine quality of perishable products.
- Stock shelves, load and unload product from vehicles, take inventory, and mark price tags.
- Determine which merchandise to stock in specified market locations and the manner in which they should be exhibited.
- Forecast trends and plan strategies for maintaining the amount of stock needed.
- Make decisions as to which items will appeal most to buyers during various seasons.
- Create sales targets and plan strategies on how to raise profits.
- Work closely with business owners to determine how merchandise should be exhibited so it attracts the attention of the most number of customers.
- Plan and create advertising promotions and sales campaigns.
- Monitor slow selling items, and take steps to promote their sales or adjust prices as necessary.