



Sales Specialist

Job Description

POSITION SUMMARY:

A Sales Specialist will deliver an amazing shopping experience to guests. Sales Specialists will be in charge of providing guests with the product knowledge they need to make smart, educated purchases, while enhancing their shopping experience. A Sales Specialist will demonstrate an enthusiastic and positive attitude when connecting with guests.

DUTIES AND RESPONSIBILITIES:

- Building loyalty by exceeding guests' expectations by actively listening to their needs in order to provide amazing service in a timely manner.
- Responsible for being the subject matter expert in designated departments while maintaining total store standards.
- Drive and maximize sales within multiple departments by providing the highest level of guest service.
- Effectively communicate product knowledge and training tools for new specialists.
- Keep guests informed about C21 Status and Credit Cards and in store events.

Requirements

KNOWLEDGE AND SKILLS:

- Maintains a high level of engagement with guests and consistently follows the guest service standards.
- Displays exceptional selling skills by having strong product knowledge.
- Demonstrates exceptional selling skills by building the sale to deliver AMAZE service.
- Ensures all workspaces are clean, organized, and in compliance with

company standards.

CORE VALUES:

Consistently demonstrate a commitment to C21's Core Values and Higher Purpose: Delivering Value to Live Better.

- **Respect:** Speak and listen generously, leave people feeling heard, respected and honored.
- **Communicate:** Share, discuss and listen openly.
- **Teamwork:** Take care of each other and give back.
- **Honesty:** Act with integrity, do the right thing.
- **Grow:** Grow and drive change.
- **Positivity:** Be positive, passionate and have fun. Celebrate enthusiasm and effort while rewarding success.
- **Amaze:** Deliver amazing experiences to each other, our community and our guests. Go above and beyond what is expected.

