



## Marketing

### FASHION SALES ASSOCIATE

#### ALSO CALLED

- Fashion retailer
- Clothing retailer
- Fashion sales assistant
- Mercer



#### WHAT'S THE JOB ABOUT?

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- **Product knowledge**

Country of origin, material composition, fabric types, sizing, fashion trends, suitable styles and colours, coordinating clothes and accessories, features and benefits

- **Merchandising**

Store layout, window and fixture displays, mannequin dressing, display of items for sale, maintaining a clean, tidy and attractive store

- **Ordering, stock receipt and pricing**

Predicting demand for particular fashions, colours and size ranges, ordering supplies from warehouses, checking stock on receipt, operating pricing guns, pricing and stacking/hanging items for sale, returning damaged stock, stocktaking

- **Assisting clients and customers**

Advising customers on the location, selection, price, delivery use and care of goods, assisting retail buyers in warehouses

- **Selling**

Meeting customers and identifying needs, describing features of the product, including add-on sales, closing the sale, operating cash registers or writing invoices, collecting payment for sales, packaging goods for customers or delivery



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### WORK CONDITIONS

- Fashion sales associates work in department and chain stores, fashion boutiques, men's wear businesses and retail warehouses.
- Employment can be on a full-time, part-time or casual basis.
- Fashion sales associates may work variable hours including some night and weekend work depending on trading hours.
- The job requires associates to be on their feet most of the day attending to customers, finalising sales and tidying display units.
- Fashion sales associates usually work as part of a team and may monitor the work of others.
- Employees may participate in sales competitions for volume and service.
- Depending on the size and structure of the business, involvement of the retailer, manager or supervisor in the actual work will vary. There will be a certain amount of time spent in the office and liaising with clients and suppliers.
- Opportunities exist at management levels to travel both within Australia and overseas to attend fashion shows, buying fairs and warehouse displays.
- Retailers who open their own businesses may work long and irregular hours.
- Sufficient funds or financial backing are essential to purchase/ lease premises, establish and fit out the shop and employ staff.
- Small business management skills are essential for the successful operation of a fashion retail outlet.





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### EXPERIENCE AND RELATED TRAINING

- Most employees start as casuals and do in store training and induction.
- As the job involves a lot of contact with customers, good interpersonal skills are essential.
- Gaining a formal qualification will help you to develop the knowledge and skills that you need to progress in the clothing retail industry.
- Significant and relevant industry experience is essential at each level of management.
- If you are already working at this level you can have your skills recognised by applying for a qualification with a training provider.

Career path	Training Requirements
<ul style="list-style-type: none"> <li>• Sales Assistant</li> </ul> <p>You carry out some of the above tasks under supervision.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> <li>• Certificate 2 in Retail Operations</li> </ul>
<ul style="list-style-type: none"> <li>• Retailer Supervisor</li> </ul> <p>You are responsible for the work of other staff</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> <li>• Certificate 3 in Retail Supervision</li> </ul>
<ul style="list-style-type: none"> <li>• Retail Manager</li> </ul> <p>You plan and coordinate the operations of one or more fashion retail outlets.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> <li>• Certificate 4 in Retail Management</li> </ul>
<ul style="list-style-type: none"> <li>• Fashion Retail Owner</li> </ul> <p>You own a fashion retail outlet and are responsible for the financial viability of the business.</p>	<p>VOCATIONAL TRAINING</p> <ul style="list-style-type: none"> <li>• Certificate 4 in Retail Management</li> <li>• Diploma in Business Management</li> <li>• Advanced Diploma in Business Management</li> </ul>

### Related Jobs

- Clothing production worker
- Company representative
- Fashion designer
- Rural business owner/manager

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