

## Nursery Retail Sales Associate Job Description

Position Description: As the Nursery Retail Sales Associate, one must be familiar with all aspects of the Nursery Industry including but not limited to customer service, basic landscape design, inventory management, and the day to day operations of a retail plant yard. The Nursery Retail Sales Manager is essentially responsible for the presentation of the retail yard, maintenance of that specific area of plant material and the interaction with the retail clients. This position must successfully interact with the Nursery Manager and Nursery Staff, in addition to all Office Administrator, and Company Management Personnel such as the General Manager, CFO, and/or President. The Nursery Retail Sales Associate must also successfully and professionally interact with outside vendors and wholesale customers as well as all landscape crews.

Reports to: The Nursery Retail Sales Associate reports to the General Manager, Nursery Retail Sales/ Promotional Manager and/or President of the company.

Skill set and educational requirements for position:

- A. Minimum of 1 – 2 years experience in the Retail Nursery Industry with exposure to a broad range of Garden Center experience.
- B. Minimum of an Associate's Degree in a Green Industry related area of study such as Landscape/Horticulture or Landscape Contracting.
- C. Possess a valid driver's license and be insurable on company's insurance policy.
- D. Proficient in both oral and written communications.
- E. Proficient in MS Word and MS Excel.
- F. Able to become familiar with industry standard inventory / Point of Sale software.
- G. Willing to learn the operation of nursery equipment that is necessary to operate on a daily basis (i.e. tractor w/ loader, skid loader, nursery carts, etc.)
- H. Ability to lift up to 50 pounds and able to carry 15-20 pounds repeatedly through the length of greenhouse.
- I. Excellent knowledge of plant material including health, quality issues, disease and pests of landscape plants.
- J. Ability to operate in a stressful and fast-paced environment.
- K. Proficient in typing and capable of typing 30 WPM with less than three mistakes.
- L. Able to represent the company in a courteous and professional manner.
- M. Good organizational skills and ability to multi-task.
- N. Ability to prioritize multiple tasks for various individuals.

Other position requirements:

- A. The Nursery Retail Sales Associate may be required to work over 40 hours a week in an effort to accomplish goals and objectives.
- B. The Nursery Retail Sales Associate may be exposed to any or all of the following job related hazards:

- a. Stress related to job function
- b. Hazards related to computer usages including but not limited to eye strain, back strain, carpal tunnel syndrome, etc.
- c. Lifting or moving objects weighing up to 50 lbs.
- d. Nursery / Farm site hazards.
- e. Other standard office and work-place hazards.

Responsibilities:

- A. Create and implement systems and procedures for the retail sales portion of the nursery. This will require working directly with the Nursery Retail Sales/Promotional Manager, General Manager and President of the company.
- B. Organize, set-up and display all plant material and Point-of-Purchase material in the designated retail yard for optimal attractiveness to create and drive sales.
- C. Maintain all plant material in the retail area, including but not limited to watering, pruning, scouting for insects and disease, etc.
- D. Restocking the retail yard with plants out of the wholesale area and communicating with the Nursery Retail Sales/ Promotional Manager on material quantities and future needs.
- E. Understand and become fluent in the nursery inventory / sales system. Assist in the set-up and use of the software system to manage all material flowing through the retail portion of the nursery.
- F. Promptly greet customers, assist with plant selections, load plant material, and process sales through Point-of-Sales system. Also, create spot designs to promote sales of nursery stock as needed.
- H. Survey customers as directed by Retail Sales/ Promotional Manager.

Success Factors:

- A. A successful Retail Sales Associate will have the ability to efficiently and effectively work with the Retail Sales/ Promotional Manager to restock plant material and maintain an organized retail sales area.
- B. The Retail Sales Associate must professionally and politely interact with all customers to generate retail sales. She/he must also gain excellent plant knowledge and have the ability to develop landscape designs based on SLI's design guidelines/standards as needed.
- C. She/he must also be able to interact with all staff, vendors, etc. in a professional manner at all times.