

COUNTER MANAGER – Summary of Responsibilities

Reports To:

- Store Manager

Purpose of Position:

- To provide a counter environment that encourages and maximizes sales
- To promote good working relationships among Beauty Advisors and with the Cosmetics Department

Responsibilities:

1. Supervision of Beauty Advisors and Counter Activities
 - a. Maintain ESTEE LAUDER/CLINIQUE/LANCOME standards for beauty advisor image
 - b. Maintain ESTEE LAUDER/CLINIQUE/LANCOME standards for counter cleanliness
 - c. Provide product information and advice on selling technique
 - d. Encourage cooperative teamwork
 - e. Monitor selling goals
2. Maintenance of Stock
 - a. Keep shelves stocked neat and clean. Rotate stock
 - b. Keep list of out-of-stocks, customer requests
 - c. Assign a fair share of stock work to every beauty advisor
 - d. Assign Staff a fair share of stock work and counter maintenance. Monitor same.
 - e. Insure proper maintenance and inventory of all counter fixtures and tester units. Properly store and maintain control over all collateral, testers and sampling.
3. Coordination of Special Events, Special Offers
 - a. Before: scheduling, inviting by telephone and cards, displays at counter and throughout exchange
 - b. During: coordination of the event
 - c. After: supervise follow-up with customer registry, report results to RMD/AE and New York
4. Maintenance of Reports
 - a. Monthly Business Summary
 - b. Daily or Weekly Goals as set by RMD/AE
5. Communication with RMD/AE
 - a. Competitive activities in-store
 - b. Changes in department
 - c. Personnel evaluations and concerns
 - d. Stock Concerns

Prior Experience:

- Helpful to have previous supervisory or managerial experience
- Sales experience helpful