Active Selling Co-worker

Competence Profile

Version 1.0 2/1/2017

ORGANIZATIONAL SETUP

Job Title: Active Selling Co-worker
Organization: Retail Management - Store - Customer Experience

PURPOSE OF FUNCTION

The Retail Management Store Customer Experience job family ensures an enjoyable, convenient and successful shopping and buying experience that leads to increased sales and sustained long-term profitability, as well as establish and retain a life-long relationship with existing and new customers.

PURPOSE OF JOB

Optimizes the IKEA shopping experience to secure satisfied customers and increase sales. This job is also accountable for maximizing sales by meeting and actively selling to the customer efficiently and with empathy.

ASSIGNMENTS

Core Responsibilities

• Approaches and listens to the customer at all times in order to provide in depth product knowledge, refer customers to the specialized selling team, and build long term trust.
• Offers IKEA Family and the IKEA Credit Card to all visitors in order to build loyalty and customer relationships.
• Understands the needs of the customers Life at Home and shares this knowledge with customers and colleagues.
• Provides customers with product and service information to enable them to make informed choices.
• Acts as a Home Furnishing Host in order to provide knowledge about store layout, in-store promotions as well as to answer customer questions and to collect customer intelligence.
• Improves the shopping experience across IKEA sales channels.

Other Duties

• Performs other duties as assigned.
• Contributes to an environment where the IKEA culture is a strong and living reality that embraces the diversity of co-workers and customers.

KEY PREVIOUS EXPERIENCES AND PROVEN SKILLS

Education

Minimum Education: High School Diploma, GED or Equivalent
Education Details:

Experience

Minimum Years of Experience: 1
Experience Details:
• Previous retail selling experience preferred.
• Problem solving skills.
• Strong understanding of what excellent customer service looks like.
• Passion for home furnishings.
• Ability to handle customer enquiries.
• Good attention to detail.
• Ability to prioritize and organize the workload and the work of others in order to make the most efficient use of time available.
• Experience in actively selling through understanding customers and their needs.
• Computer literate and interested in new applications and tools.

<table>
<thead>
<tr>
<th>Licenses/Certifications</th>
<th>License/Certification Details</th>
<th>Req</th>
<th>Pref</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**COMPETENCES**

**Knowledge**
• Knowledge of computers and computer functionality.
• Knowledge and understanding of customer service standards, routines and best practices.
• Knowledge of home furnishings.
• Knowledge of applicable policies, laws and regulations.
• Knowledge of products and services.
• Knowledge of merchandise return standards.
• Knowledge of store opening and closing procedures.
• Knowledge of Microsoft Office Suite.

**Motivation**
• Dynamic, action oriented team player who is self-motivated and confident in making independent decisions.
• Adaptable and adjust to changing business needs and/or priorities.
• A passion to explore unknown grounds.
• Placing the customer at the center of everything we do.
• Driven to exceed goals.
• A passion for the IKEA values and principles.
• Results oriented.
• Sharing of knowledge and learning with others.
• Team oriented.
• Interest in Home Furnishings.

**Capabilities**
• Ability to perform basic computer skills.
• Skilled in verbal and written communication.
• Ability to communicate effectively with customers.
• Ability to anticipate the customers' needs and provide solutions.
• Ability to follow instructions through a standard work process.
• Ability to perform intermediate computer skills.
• Ability to listen to symptom descriptions to analyze problems to respond effectively and to provide constructive feedback to the client on problem resolution.
• Ability to prioritize, multitask, and meet aggressive deadlines.
• Ability to perform routine tasks.
• Ability to work effectively in a team environment.
• Ability to work across functions supporting a process oriented working method.
Capabilities

- Ability to work independently and in a team environment.
- Ability to work in a fast-paced, high volume environment.
- Ability to work in all selling areas outside of defined specialty selling areas. (e.g. Self Serve, Markethall, Showroom, SFM).

Leadership Capabilities

Leadership is everyone's responsibility at IKEA. Leadership behaviors differ depending on your position and your level of leadership - leading myself, leading others, leading leaders and leading matrix partners.

- Develop the business and deliver results
- Lead and develop people
- Inspire and clarify
- Create togetherness
- Find better ways
- Enable change

Travel Requirements

<table>
<thead>
<tr>
<th>Is Travel Required?</th>
<th>Est. % of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>0%</td>
</tr>
</tbody>
</table>