

Job Description-Sales Manager

General Description / Purpose

- Assist the General Manager in the daily operations of the facility
- Perform general supervision of retail staff including hiring, firing, training, evaluating, and disciplining
- Provide merchandising and sales recommendations and direct sales team in executing plan
- Ensure team members are following daily procedures in accordance with the company's vision
- Ensure team members are working in a safe and efficient manner to meet company's goals

Work Schedule

- Typical work hours:
 - Facility Hours
Mon-Fri: 10am-8pm
Sat-Sun: 9am-7pm
 - Opening shifts may be required to begin their shift up to one hour prior to open and closing shifts may be required to work up to one hour after close
 - After hour shifts to accommodate special circumstances, such as physical inventory, special events, or restocking may be occasionally assigned at the discretion of the General Manager
 - Schedule may vary from week to week in the best interest of the company, however reasonable schedule preferences may be granted at the discretion of the General Manager
 - Salaried Full-time Exempt position estimated at 44 hours per week
 - Occasional additional hours depending on special events held at the facility

Primary Responsibilities

- Customer Focus, Merchandising, Pricing, Analyzes Data, Market Knowledge, Staffing, Scheduling, Training, Strategic Planning, Management Proficiency, Client Relationships, Verbal Communication.
- Complete store operational requirements by scheduling and assigning employees; following up on work results.
- Maintain store staff by recruiting, selecting, orienting, and training employees.
- Maintain store staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results.
- Assist in development of financial objectives.
- Identify current and future customer requirements by establishing rapport with potential and actual customers.
- Ensure availability of merchandise and services by approving purchase orders; maintaining inventories.
- Formulate pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends.
- Market merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.
- Secure merchandise by implementing security systems and measures.

- Protect employees and customers by providing a safe and clean store environment.
- Maintain the stability and reputation of the store by complying with legal requirements.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Maintain operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.
- Contribute to team effort by accomplishing related results as needed.
- Open and close facility, balance cash drawers, prepare deposits
- Knowledge of company's mission, purpose, and goals.
- Ability to operate retail equipment -- cash registers, inventory scanners, telephones, paging system, and range equipment.
- Thorough knowledge of the facilities Security policy and procedures.
- Ability to operate, demonstrate and explain merchandise -- Understand and be proficient in restricted and non-restricted sales, refunds/returns, Consignment, Gift Cards, Member and Non-Members use of the facilities.
- Stay current on product knowledge, general firearms laws and safety procedures.
- Understand and be proficient in firearms sales and forms as required by Federal and State and Local laws; Form 4473, Multiple Handgun Sale (MHS) Form, Call procedures and Response Implications.
- Knowledge of gun rentals, range equipment and, basic gunsmithing.
- Knowledge of all rental machine guns and the ability to demonstrate their operation to customers while supervising the machine gun rental.
- Dress appropriately for position adhering to facility dress code.
- Other duties as assigned.

Essential Knowledge, Skills, & Education

- Strong communication and analytical skills required.
- Bachelor's degree in Business or Marketing preferred; High school diploma or equivalent required.
- 5 Years Retail experience, experience in similar industry preferred.
- Able to understand and create budgets, forecast and other business reports.
- Able to create and monitor key performance indicators.
- Proven record of successfully growing business in new markets.
- Demonstrated experience with consultative sales approach.
- Strong drive & competitive nature.
- Self-motivated & exceptional organizational skills.
- Great Customer Service, communication, and organizational skills.
- Must be able to multitask.
- Ability and willingness to work cooperatively with others.
- Knowledge of Microsoft Office products and telephone protocol.
- Complete an annual shooting qualification.
- Ability to legally obtain a Florida Concealed Weapons Permit within the 90-day probationary period.
- High degree of discretion dealing with confidential information.

Physical Job Requirements

- Stand and/or sit continuously and perform job functions for a full shift with meal break.

- Physically able to stand, bend, stoop, kneel, reach, twist, lift, push, pull, climb, balance, crouch, handle, carry and move items up to 50 pounds without assistance.
- Visual acuity corrected to perform job functions. Ability to distinguish color to perform job functions.
- Ability to hear and respond appropriately to facility commands.

This position reports to the General Manager. Additional duties may be assigned and this job description may change without notice at the discretion of management.