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Career Development

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Comparison of Key Skills and Knowledge in the Sales Advisor Job Adverts

I have chosen four job adverts for Sales Advisor role: **H&M, Kids Around, Yours Clothing and Suit Direct**. I made a depth analyses of the following jobs adverts below. I have discovered the focus for all the job adverts is good customer service, teamwork and sales in the fashion retail.

H&M-Sutton Coldfield

The Sales Advisor role focuses on helping customers and creating a positive shopping experience. The responsibilities include promoting products, keeping the store clean, working as a part of the team, follow health and safety rules. Also time flexibility and availability especially on the weekends ([Sales Advisor - Sutton Coldfield - Birmingham B72 1PD - Indeed.com](#))

Kids Around-Bicester Village

The Sales Advisor roles responsibilities are as follows, helping customers, offering good customer service, driving sales, keeping the store tidy and support management daily tasks. To be motivated, confident in the fashion retail and passionate about fashion.

([Sales Advisor - Bicester OX26 - Indeed.com](#))

Suit Direct-Cheshire Oaks

The sales Advisor role responsibilities are helping customers find suits and accessories. Also meeting a sales target, maintain the store presentation and have knowledge of products. Its suitable for someone confident in sales and strong communication skills ([Retail Sales Advisor - Ellesmere Port CH65 9JJ - Indeed.com](#))

Yours Clothing-Reading

This Sales Advisor role responsibilities are assisting customers, operating till, stock restock and keeping the store tidy. It's a ideal for someone friendly, enthusiastic and reliable.([Sales Adviser/Retail Advisor - Reading - Indeed.com](#))

I have analysed the **four job adverts**, and I have found **3 common skills**; **customer service, teamwork and sales**.

The most common skill across all the adverts is **good customer service**. Good customer service means meeting customer needs and expectations consistently. (The 360 Blog from Salesforce, 2019). Every business highlight how crucial it to make customer feel welcome and provide them a satisfying shopping experience. While H&M talks about delivering “exceptional shopping experience”, Kids Around focuses on offering “premium” service in a luxury location. Furthermore, Yours Clothing and Suit Direct wants staff that make customer feel valued and confident when shopping

An important skill mentioned in all four adverts is **communication**. Employees need to be able to talk clearly with customers and work well with other team members. For example, Suit Direct mentions “great communication skills” as key to upselling and teamwork, and Yours Clothing asks for a “friendly and engaging personality.”

Another common skill is **Sales and upselling** across the adverts. Suit Direct expects staff to meet sales targets and find opportunities to promote extra items. Kids Around also talks about “driving sales to target” and understanding store performance.

Lastly **teamwork, reliability and adaptability** are needed especially during busy times like weekends or sales. Also, product knowledge and visual store presentation is important showing how fashion retail includes both service and brand awareness.

Self-Assessment

To understand my suitability for the position of a Sales Advisor, I have conducted a self- assessment using a **SWOT** analysis.

A personal **SWOT** Analysis is a powerful tool that individuals can make use of to gain insights into their strengths, weakness, opportunities and threats, helping individuals to navigate their unique journeys. (Pereira, 2024). This helped me identify my strengths, weakness, opportunities and threats related to my personal development and employability.

Strengths: my strong customer service skills are one of my primary strengths. I have experience working in a retail store as a sales assistant at Store 21. During my job I assisted customers with their purchases, kept up with displays and supported the team. I enjoyed helping customers in finding the wanted products and I am confident with interacting with different types of customers and resolving any enquire. In addition, I am a respectful, patient and good listener which helped me build a relationship with customers and the team. Additionally, I have past experiences as a babysitter and cleaner, this thought me time management, complete tasks and stay organised. These job roles shows that I can be trusted to work independently and part of a team.

Weakness: I would like to improve my upselling and reaching sales target skills. there are times I tend to focus more on helping customers rather than suggesting extra products. I need also to improve on my product knowledge, especially in fashion and brand awareness.in order to give appropriate advice to customers and increase sales. Another weakness is that I am shy and quiet around new people and new situations, so I want to improve my confidence when starting new job roles or meeting new people.

Opportunities: I have many opportunities for growth in the retail business. I can learn more about fashion trends, take part in company training and develop my sales

and communication skills. While working in a retail setting, I can also learn about stock control, visual merchandising and teamwork. I can also learn from my supervisors and managers by receiving feedback from them. This will help me progress for higher roles such as team leader or supervisor in the future.

Threats: The main threats is the competition in the retail industry as many people apply for similar positions. I am also aware that certain jobs can be difficult at times because they may require a lot of experience or flexible working hours. But I believe I can overcome these challenges by improving on my skills, being open to learning and new experiences, being calm and positive to progress in my career.

Evidence of Readiness

Through my jobs and life experiences, I have demonstrated that I am prepared for employment. While working as a sales assistant I have gained experience managing tills, provide excellent customer services, keeping the store organised and dealing with customer complaints. I have shown I am trustworthy and ability for responsibility as a babysitter. I have developed a dedication to detail and time management skills through cleaning jobs. These experiences demonstrate my reliability, commitment and ability to follow directions.

I am open to learning, developing and progressing in my career. I have also good feedback from my previous managers and been described as a friendly, hardworking and trustworthy person.

Employment goals

My short-term goal obtains a permanent position as a Sales Advisor in a well-known retail company. I want to build my confidence in upselling and meeting sales targets. I would like to learn more about customer service strategies, gain more knowledge of products displays and how to assist management with store operations. These goals are crucial because they will enable me to gain real world experience and enhance my teamwork and communication skills.

Whereas my long-term goals are to advance into an assistant manager or supervisor position. I want to be a team leader, assist with settling in the new staff members and help the business reach its sales targets. Additionally, I want to gain a thorough understanding of retail management, including merchandising, stock control and performance goals. These goals are essential because they support my desire to advance in the retail and gradually take on greater responsibilities

Personal Development Plan

A Personal development plan is a form of self-evaluation and self-reflection that is typically used in higher education the workplace and by individuals to assess themselves and create an action plan. “A combination of approaches, ideas and techniques that will help you manage your own learning and growth” (Putter, 2021) To achieve my personal goals, I have created a Personal Development Plan.

Objective Short term	Time	Activates	Success Criteria	Resources
Build communication and teamwork skills	3-6 months	Work closely with colleagues, participate in team meetings, and ask for feedback	Guidance from supervisor or mentor, teamwork exercises	Improved collaboration, stronger working relationships, and positive feedback from team members
Increase fashion and product knowledge	ongoing	Learn about current collections, materials, and fashion trends through research	Confidence when advising customers and discussing products	Brand collections, store updates, online fashion resources
Improve upselling and selling skills	6-12 months	Practise recommending extra products during customer interactions; complete sales training at work or online	Increased confidence in selling, positive feedback, and meeting or exceeding sales targets	In-store training materials, online retail courses, feedback from manager
Objective Long term				
Develop leadership and supervisor skills	12-24 months	Support new staff, take on small responsibilities such as organising displays or training tasks	Recognition from supervisor, trusted to lead small tasks or shifts	Mentorship from manager, leadership workshops
Gain a formal retail/management qualification	12-24 months	Enrol in a part-time or online course related to fashion,	Achievement of qualification and application of new	College or online learning platform, financial support if available

		retail, or management	skills in the workplace	
Progress to supervisor or manager role	3-5 years	Apply for internal promotions; shadow experienced supervisors or merchandisers	Promotion or added responsibility within the company	Company training programmes, feedback from managers

Conclusion

In conclusion employers consistently value great customer service, teamwork, communication and sales skills in the fashion environment. According to my analysis of the four Sales Advisor Job adverts. I have found that I already have some of the essential skills needed based on my self-assessment evaluation and prior work experience. However, I have also identified areas of development, like upselling, product knowledge and confidence and teamwork skills. The actions I will take to improve these abilities and advance in the retail industry are stated in my Personal Development Plan. I am confident I can accomplish my short term and long-term objectives and obtain Sales Advisor position and my long-term aim of acquiring a leadership role with commitment to learning, motivation and ongoing development.

References

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