

RETAIL SALESPERSON

Retail Trade
NOC 6421



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Who are they?

Retail salespersons sell, rent or lease a range of technical and non-technical goods and services directly to consumers



Where are they employed?



They are employed by stores and other retail businesses, as well as wholesale businesses that sell on a retail basis to the public.



Main Duties

Greet customers and discuss type, quality and quantity of merchandise or services sought for purchase, rental or lease

Advise customers on use and care of merchandise, and provide advice concerning specialized products or services

Estimate or quote prices, credit terms, trade-in allowances, warranties and delivery dates

Prepare merchandise for purchase, rental or lease

Prepare sales, rental or leasing contracts and accept cash, cheque, credit card or automatic debit payment

Assist in display of merchandise

Retail salespersons may specialize and act as consultants in home entertainment systems, computers and other products and services.



Operate computerized inventory record keeping and re-ordering systems

Maintain sales records for inventory control

May conduct sales transactions through Internet-based electronic commerce

Employment Requirements



Completion of secondary school may be required.

Specific subject matter courses or training may be required.

A university degree or college diploma may be required by some employers.

Demonstrated sales ability and product knowledge are usually required for retail salespersons who sell complex or valuable merchandise, such as automobiles, antiques or computers.





Four County
Labour Market Planning Board

Serving Bruce Grey Huron Perth

Source: Statistics Canada 2011