



Standard Procedures Manual ©

OBR – LUXURY RETAIL DEPARTMENT

LUXURY SALES ADVISOR

**POSITION
DESCRIPTION**
50627

Prepared by	Approved by	Authorized by	For use on	Original File	Last version	Revision No	Page
Retail Team	Crew Management	SVP Onboard Revenue	Cruise Fleet	July 1, 2019	Jan 30, 2020	1	1 of 3
TITLE	LUXURY SALES ADVISOR						
Rank	LUXURY RETAIL SALES STAFF						
Department	Hotel – LUXURY JEWELRY & WATCHES RETAIL						
Main Function	Responsible to achieve and to exceed the sales goal through an high product knowledge contributing to the KPIs achievement.						
Reports to	Luxury Jewelry Manager						
POSITION BASICS	To promote our high-quality retailing standards with a passionate work , continuously driving maximum sales results granting an excellent customer service, from any entrance in jewellery store , handling the sales process as per delivery standards (from Welcome to Packaging) and ensuring the right and best application of selling techniques to deliver an unique shopping experience on MSC Fleet						
REQUIREMENTS	BST, STCW 95 and all other certification in force at the time of contract						
<i>Certification & VISA</i>	Visas and entry documentation for countries and regions in which the ship will operate						
<i>Health</i>	Validated current documentation certifying the health and fitness of the applicant meets fundamental requirements of seagoing personnel on basis of assigned office and verifying all sanitary precautions have been taken against diseases that may be endemic to the cruising area.						
<i>Safety & Discipline</i>	<p><i>The applicant is required to:</i></p> <p>Read and comply with the Crew regulations and all requirements relating to the position.</p> <p>Take part as required in all emergency drills and emergency duties.</p> <p>Wear the prescribed uniform and name badge.</p>						
<i>Language</i>	Strong verbal and written communication skills in English. A second language between the following ones: German, Italian, French, Spanish, Portuguese, Russian, Chinese, according the canvas of the ship destination.						
<i>Experience</i>	1 year in the previous position in Luxury Jewelry & Watches or coming from a real competitor in the same position, at least. Previous experience on cruise lines is a plus						
<i>Educational preference</i>	High School Graduated						

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Abilities & qualifications

- Ability to work 7 days a week.
- Ability to travel and live/work on a ship.
- Ability to demonstrate exceptional interpersonal skills including the ability to effectively liaise with cruise line officers and Corporate Office representatives, maintaining a high degree of professionalism at all times.
- Ability to confidently communicate strong brand knowledge knowing all key features, benefits, stories, ranges etc...particularly on high value/service requirement products
- Ability to work in a fast-paced environment.
- Ability to remain flexible in work assignments.
- Ability to learn a solid product knowledge.
- Ability to stand for long periods of time.
- Ability to physically participate and effectively contribute in emergency life-saving drills as required.
- Good PC Skills using Microsoft applications such as Word and Excel.
- Preferably similar experience in other luxury brands or in a position implying contacts with VIP customers. Previous experience on cruise lines is a plus
- Proficient speaking, reading and writing skills in English and with a fluent level in at least 2 of the following: German, Italian, French, Spanish, Portuguese, Japanese, Russian, Chinese. Any other language is considered as a plus
- Knowledge of luxury brands/products and related selling techniques.
- Excellent communication and negotiation skills.
- Passion for selling a wide assortment of high-end jewelry and luxury products in a sophisticated retail environment aboard a luxury cruise ship.
- Orientation to targets and revenue.

These are your main duties

- Follows directions and instructions given by the LUXURY JEWELRY MANAGER or in replacing by the LUXURY JEWELRY ASSISTANT MANAGER
- Follows and understands the company's environmental policy, rules and regulations at all times.
- Follows Visual Merchandise guidelines.
- Well trained on product knowledge, sales technics, visual merchandise and customer service.
- Applying the daily working program for specific cruise itinerary to maximize passenger flow on sales floor.
- Product knowledge.
- Applying knowledge & skill sets in order to maximize sales and productivity.
- Confirmation for all merchandise received onboard according to Receiving policy and procedures.
- Keeps all merchandise properly displayed and priced at all times.
- Operates cash registers, being responsible for processing payments.
- Welcomes customers and helps to maximise selling opportunities.
- Customises selling approach to different guest targets.
- Builds relationships and trust with all Customers to improve their shopping experience and increase opportunities for purchasing.
- Handles Customer complaints professionally and with a problem solving mind-set.
- Consistently exceeds selling targets.
- Makes regular use of add-selling, cross-selling and any other known selling techniques.

RESPONSIBILITIES

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RESPONSIBILITIES

- Monitors levels of products in stock, receives and properly stores products delivered with a supervision, according to procedures and in a timely manner.
- Demonstrate integrity and honesty in all interactions with guests and sales team.
- Maintains and controls stock inventory according to receiving policy and procedures.
- Company policies.
- Inspect that merchandise is properly displayed and priced at all times.
- Maintain and control inventory according to Receiving policy and procedures.
- To control that each item is in perfect condition and to provide to inform the superior for eventual damaged ones

Governing Status

Refer to SP 11.06.00 – “Crew Privileges” and “Crew Privileges Annex”

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