



## Assistant Sales Manager Job Description

### Aim

The aim of this role is assist the General Sales Manager to grow sales and profit. This will be achieved through hands on leadership, excellent customer service, a trained, motivated and professional team, delivering company standards every day and managers with commercial acumen that control all aspects of the day to day business.

### Key Skills

- Generates Sales and Profits
- Customer Service
- Leadership
- Systems Compliance
- Delivers Company Standards
- Personnel Skills

### Job Profile

#### Generates Sales and Profits

- Assist in achieving and exceeding company budgets in regards to Food GP, Drink GP, Wages and Controllable costs.
- Assist in achieving weekly sales and wages targets.
- Ensure the Daily Sales Targets and ASPH Targets are communicated to all staff
- Drive profitability through increasing sales & controlling costs whilst maintaining company operating standards
- Assist the GSM in ensuring Management Account deadlines are met, ensuring any queries are raised within 1 week and all supplier invoices checked.
- Ensure all staff are service and sales trained and delivering the 12 Steps of Service
- Control wages to budget using the Wages Flexing Document
- Contribute in implementing the Business / Marketing Plan to achieve/beat budget
- Control all stocks & cash
- Control all Controllable Costs ensuring any expenditure is authorised by the Operations Manager / or a Director.

## Customer Service

Highly visible & hands on in the restaurant at all times through service  
Ensure the correct number of staff on each shift to meet sales / customer needs  
Staff to smile and be able to interact / communicate with the guest  
Ensure that all staff sell through talking to the customer, advising on the menu, using recommendations and identifying signature dishes  
Ensure all team members are product knowledge trained  
Staff to be trained on the 12 Steps of Service and this delivered at all times  
Deal with customer complaints politely & efficiently with the aim of ensuring the issue is resolved to the customer's satisfaction. Escalate to The GSM as appropriate

## Delivers Company Standards

Deliver the company brand and kitchen standards as identified on the Brand and Kitchen Audits  
Implement and ensure the company Health & Safety Policy is met at all times  
Ensure the restaurant is immaculate in appearance and cleanliness, making sure cleaning rotas are adhered to  
Ensure all food & drink is served to specification  
Ensure the staff dress code / appearance is adhered to  
Ensure the restaurant runs smoothly on a daily basis and is adequately stocked with all necessary goods  
Promote a positive perception of the company at all times both internally and externally  
Attend company meetings as requested

## Systems Compliance

Ensure and support the GSM in complying to daily, weekly and monthly administration. Ensure to company standards and meets deadlines  
Ensure no unauthorised changes are made to company paperwork and spreadsheets  
Ensure no unauthorised changes or use of tills or computers  
Results of monthly food and drink audits are to be forwarded to head office and support the GSM to action within 3 days  
Carry out banking as company standard and ensure all monies secured in site and banked each day  
Ensure no unauthorised suppliers and only PLOFs are used when ordering  
Carry out accurate stock and cash counts on a weekly basis and as requested.

## Leadership

- Inspire & motivate the team to achieve sales and profits
- Lead by example, taking a hands on approach
- Train and develop the team skills to exceed customer's expectations
- Praise and recognise good performance
- Deal with poor performance through informal reprimands. Act as a witness during company disciplinary procedure
- Pro-active in problem solving
- Can work on own initiative to deal with problems and opportunities and cascades to GSM and senior managers as is appropriate
- Communicate via team meetings, one to one meetings, training sessions, notice boards and written
- Communicate a vision of success which the team want to be part of
- Manage the day to day administration ensuring systems compliance

## Personnel Skills

- Assist in trialing and recruiting of staff team members in line with company and statutory requirements.
- Identify recruitment needs and agree action plan in a timely manner
- Assist in recruiting a team that meet and exceed customer service standards
- Identify training needs and deliver training to drive sales and profits
- Assist in the set up, update & completion all staff personnel files within the time frames, ensuring terms and conditions and employee handbooks are signed and filed
- Deal with day to day personnel queries
- Assist in the performance review of all staff on an ongoing basis
- Follow company grievance and disciplinary procedures. Ensure only company statutory paperwork / letters are used
- Assist Managers in training