



# Sales Assistants

*Sales Assistants sell goods and services, such as food, clothing, hardware, household appliances, office supplies and cosmetics, in retail and wholesale establishments.*

*Scan the QR code to the right for a Job Outlook career profile with more information.*



## How do employers recruit? How can job seekers find a job?

### Many employers don't actively advertise their vacancies



**Most employers**  
asked their existing  
staff to spread the  
word



**Employers often hire people who**  
**approach them**, but applicants need to  
make a good impression when dropping  
off their résumé/cover letter



*Be interested, confident, friendly, have a  
good smile and highlight your strengths.*

**Employers also use the  
following methods**



Social media



Local newspaper



Signs in windows

### What job seekers need to know before they apply



**Employers prefer applicants who:**

**Tailor their cover letters and  
résumés to the role**

**Are available to work often**



**Some employers hire  
inexperienced applicants**

### Tips for interviews



#### Employers want to know:

- what applicants can bring to the business
- why applicants want the job
- applicants' prior experiences (if they have any)

*Scan the QR code for tips on how  
to dress for interviews*



### What personal qualities are important?



**Strong work ethic**

**Reliability/Honesty**

**A good smile**

**Bubbly personality**



**"Communication is critical. The ability  
to communicate with kids or adults."**

### Advice from Retail employers



**"Present well and approach employers."**



**"Put hobbies aside until you have a  
job—then you can plan around."**



**"Get out there and get your face in  
front of people."**