

To be or not to be a PERFUME SALESPERSON

By Anaïs

Christmas is just around the corner and we are all thinking of buying gifts for our families and friends. Buying a perfume for our loved ones is very simple and not time-consuming. As for the people behind the counter, this is the most productive and profitable period of the year! Have you ever thought of becoming one of these people? If not, why not have a look at the qualities and skills that you should have in order to become a good perfume salesperson!

Personal qualities: You should be persuasive, charismatic, disciplined and tenacious.

Responsibilities: You have to respect sales' targets (by selling a certain amount of products) and you must prepare samples, catalogues and display stands too. A salesperson should also implement the firm's marketing plan at his or her own level. In the case of smaller companies, you must devise your own marketing strategies. Besides, you receive a lot of support from the marketing department.



A small perfumery



In summary, when you are a salesperson, you manage and attract customers, represent your company or firm, propose purchasing deals and buy products. In some areas of activity, your job also involves labelling and ordering new products.

Skills, skills and more

skills: The job of a perfume salesperson varies considerably depending on a lot of factors such as the size of the company or perfumery. Your daily job will

not be the same if you work in traditional boutiques, department stores, supermarkets or stores specialised in a type of product (toys, leisure, fixing things, micro-computing, etc). But at any rate, you will be required to have an excellent knowledge of the product that you will sell because advice is an important part of your job!

In a small boutique, you can receive payments. In that case, you directly depend on the manager or the owner of the store. The job of a salesperson also requires good physical resistance and the ability to smile come what may. You must also know that you will often work on Saturdays and you will do overtime.



Qualifications: On the one hand, you need to have a CAP or a BTS specialised in "Aesthetics /Cosmetics" and technically-wise, you should have a BP and/or BAC Pro in « Aesthetics/Cosmetics-Pefumery in order to get the job. On the other hand, having a diploma in sales (Bac +2 or +3) can open many doors to a perfume salesperson job!

Salary: Salaries differ a lot! Certain salespeople are only paid on commission while others are given extra wages. There are several ways of calculating the commission. Some of them are very complex especially when it comes to the field of financial products. For example, sales managers' salaries depend on what their employees have managed to sell while certain salespeople accept bonus schemes or receive part of the benefits.