

## 10 Essential Strengths for Frontline Retail Employees

**Confidence:** The confidence to make eye contact and strike up a conversation with strangers is absolutely essential.

**Innate friendliness:** Customers don't want to deal with sales associates who have to force themselves to be pleasant and nice.

**Flexibility:** When dealing with the public, things can go wrong. You have to be flexible enough to roll with the punches and think outside the box sometimes.

**Ability to Multitask:** Sales associates have to juggle customers and their questions and needs, and at the same time attend to their other store duties.

**Patience:** Dealing with people means that you will have to take the good with the bad. The patience to deal with all types of customers is vital.

**Articulation:** Sales reps must be conversational and have the ability to formulate answers and provide information when asked.

**Respect:** The customer might not always be right, but she is always the customer. Customers must be treated with respect, even in the most challenging situations.

**Proactivity:** It's never a good idea to wait until a customer is stressed or agitated before offering assistance. Being one step ahead to gauge when someone needs help is the best way to minimize a brewing situation.

**Positivity:** The ability to smile in the face of a long and possibly chaotic day can make a world of difference to customers.

**Empathy:** Being able to look at a situation through the eyes of a customer is an extremely valuable skill that can enable you to provide the highest degree of service.