

Job title: Service & Selling Coach

### Core information

<b>Location:</b> Shop/site ▾	<b>Lines of business or shared capability area:</b>
<b>Reports to:</b> Brand Experience Manager	
<b>People Management:</b> No ▾	
<b>Assignment Management:</b> Please select ▾	
<b>Partnership Level:</b> Partnership level 9 ▾	<b>Manager's Partnership level:</b> Partnership level 8 ▾
<b>Number of direct reports:</b> 0	<b>Partnership level(s) of direct reports:</b> None ▾

### About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

### Critical purpose of the role

**As a Partner** you will role model exceptional service standards - supporting all Partners, including your local leadership team, to ensure that every customer who visits or interacts with your shop, has an exceptional service experience, through the creation of a seamless customer shopping journey.

You will support and enhance the customer journey, ensuring Partners deliver Brilliant Retailing standards and experiences. Through your own behaviour and approach, you will ensure customers love every interaction at every touchpoint, on every visit, and that their end to end shopping experience leaves them happy and aligns to our brand customer promises.

**As a Service & Selling Coach** you will be responsible for delivering engaging service, selling, role specific and technical knowledge and information to local selling shop Partners at all levels - enabling and enhancing Partners' role specific requirements through knowledge, selling skills, and technical competence. You will support Partners to consistently deliver the required service, services and customer experience, reinforcing the John Lewis difference.

You will have a passion for developing others - role modelling, coaching and inspiring Partners to be uncompromising in being solution focused for our customers. You will support your shop colleagues in delivering the relevant metrics and results.

You will have excellent engagement and facilitation skills, along with basic training support and coaching skills, in order to deliver and embed service standards. You will be able to adapt your style to suit the individual learning needs of the Partner and subject matter, using a range of approaches, tools and techniques. You will be able to cascade information and knowledge developed from central concepts and projects to support implementation in shops, inspiring Partners to embrace change.



You will be creative and innovative in your approach to transfer knowledge in every conversation, based on the training materials and content provided for you. This may include producing short comms, vlogs, blogs, Lum Apps or other platform posts, etc, to help cascade bitesize knowledge or information

You will adopt a coaching approach when working with Partners and carrying out shopfloor observations. You will use feedback to build rapport, through effective listening and questioning skills and supporting Partners to best consider how to use their goals to support and develop their contribution.

You should be consistently curious to develop your skills and knowledge, attending your own training as and when required. You will be able to prioritise your work effectively, making proactive choices that ensure that training and knowledge are always an enabler to providing great service and to enhance the Partner experience

You will work as part of a Service & Selling Coach team as well as work alongside shop Team Managers to create and deliver a proactive culture of performance focused learning in our shops. Through effective collaboration, with all shop leaders, you will be confident to provide quality feedback, staying focused on how to use training and knowledge to drive service performance in our shops and encourage Partners to take ownership of their learning.

You will form collaborative, effective and successful relationships with your central colleagues, stakeholders and Subject Matter Experts (SMEs) in the Retail Support Centre and Retail Training / People functions so they can support you deliver your outcomes and accountabilities, alongside your local leadership teams and peers.

You will be flexible, willing and able to travel, when required, to attend and receive training and learning sessions and therefore be self-directive in managing your time and workload.

### Primary Outcomes & Accountabilities

- Plans and delivers shop Partner Induction for all new shop Partners, using centrally designed materials, tools and resources
- Attends centrally led training and learning events, in person (including Masterclasses), virtual, self-led or blended, to ensure they are informed and stay up to date on Partner role specific training needs.
- Plans training and cascade of knowledge at a local level, inc local brand training sessions for Partners across various assortments, working with fellow Service & Selling Support Coaches where appropriate / required
- Delivers and supports the basic service standards behavioural training linked to Induction (eg Service Signatures)
- Cascades and supports embedding of role specific training to the relevant Partners (eg Product Knowledge, FS product knowledge / payment plan knowledge, Protect +)
- Delivers and supports technical training (eg Headsets, devices, apps, new learning platforms, etc)
- Completes observations and gives feedback and support to both Customer Assistants and Brand

### Measures of success

- Contribution to all agreed Customer, Partner and Operational metrics as agreed with your People Manager
- CSAT / Retail Performance Indicators - driving customer performance
- Conversion
- PSAT
- No. of completed Partner Observations per quarter
- Successful collaboration with the relevant central teams: JL Service & Operations and Retail Training / People

### Scorecard

Retail / local shop scorecard



<p>Consultant, in the spirit of continuous improvement and to embed our service behaviours</p> <ul style="list-style-type: none"><li>• Gives constructive feedback to Partners and Team Managers / leaders when required</li><li>• Offers 1-to-1 coaching and support for all Customer Assistants to support the delivery of consistent and differentiating service standards and customer experiences at all times</li><li>• Liaises with local leadership team to help upskill new and existing Partners' training requirements and assigns Buddy support where relevant</li><li>• Ensures and supports TM to assign correct training roles for new Customer Assistants on Workday and reviews enrollment, progress and completion of Workday role specific learning</li><li>• Takes ownership of their own training and role requirements to ensure they are able to successfully cascade knowledge and facilitate training that allows Partners to flourish in their roles and responsibilities</li><li>• Role models great shopfloor presence, service standards and customer service at all times</li></ul>	
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**Skills**

Customer centricity	Understands the end to end customer journey and puts every customer, both internal and external, at the heart of everything we do
Setting priorities	Sets clear priorities and reviews regularly, proactivity anticipating changes and adapting priorities accordingly
Coaching	Coaches others to unlock their potential and role models supportive coaching behaviours
Data analysis	Evaluates and analyses different types of complex data objectively and sees patterns and meaning to establish the key relevant facts. Uses this thinking to make credible recommendations to inform critical decision making.
Influencing decisions and stakeholders	Works collaboratively through active listening and assertive communication to reach win-win outcomes. Adapts style to influence stakeholders and keeps Partnership interest as the forefront of decision making.
Product knowledge	Meets the increasing demand and expectations to enable customer assistants to have a deep and unsurpassed knowledge that is better than the customer can find out for themselves, using all the tools available. Understands products' features in order to present their benefits accurately and confidently to form comparisons. Can tailor this knowledge for each customer and make recommendations persuasively to sell to Customers.
Relationship building	Interacts with authenticity, building rapport and making a positive impression in order to collaborate and build lasting connections across the Partnership and beyond.

Qualifications & Experience (where applicable)
<p>Essential</p> <ul style="list-style-type: none"> <li>• JL retail / shop floor experience</li> <li>• Ability to deliver and role model great customer service and selling skills</li> <li>• Experience in facilitating training / cascading information and knowledge to other Partners.</li> <li>• Experience in upskilling Partners to deliver great customer experiences</li> <li>• Experience in giving peer to peer feedback</li> <li>• Ability to plan and prioritise own time and workload</li> <li>• Ability to travel / attend centrally or brand led training sessions and courses</li> </ul>
<p>Desirable</p> <ul style="list-style-type: none"> <li>• Previous experience working as part of a team</li> <li>• Experience of building relationships with local and central stakeholders and SMEs</li> <li>• Understanding and experience of learning platforms such as Workday, One Place Learning, PDW</li> </ul>

Version	Created/updated by	Date
1.0	Richard Oughton	June 2024
2.0	Richard Oughton	September 2024