



WATERSTONES BOOKSELLERS: WHAT WE ARE LOOKING FOR.

Thank you for your interest in joining Waterstones as a Bookseller. We expect a lot from our booksellers, and this application form will take you through some of the key behaviours and skills you will need for a successful career with us. When possible, use recent, work-related examples as appropriate; however, if you believe that examples from other activities are relevant and better explain why you should be one of our booksellers, please feel free to tell us about it!

Throughout this application form, you will see references to the “Cluster”; a Cluster is a group of about 5 or 6 shops, geographically close, which share resources and knowledge and work cooperatively under a Cluster Leader.

Other important attributes such as Flexibility and an eye for Visual Merchandising (i.e.: what makes a shop look good) are not included on this form but will be discussed with you at interview stage if you are successful, so you should also think about these when applying.

Good luck with your application!

YOUR NAME:

BEST NUMBER TO CALL YOU:

YOUR EMAIL ADDRESS:

WHICH SHOP (SHOPS) CAN YOU WORK IN:



Customer Service: This is at the core of great bookselling, and what makes us different. Good customer service is about making a customer feel valued and welcomed, excellent customer service means assessing everything we do from the customer's perspective to deliver the best possible experience every time. **Please tell us about your approach to customer service.**



Commercialism: Our booksellers are always looking for opportunities to contribute to the success of their shop or their cluster, and take ownership for their role in this. Understanding their customers' needs, keeping informed of relevant events, media focus, and customer behaviour, they understand commercial realities and contribute pragmatic suggestions. **Please tell us an example of when you demonstrated your commercial acumen.**

W

Waterstones

Initiative: Working for us, you will have plenty of opportunity to use your initiative! A great bookseller is self-motivated to exceed expectations, always seeking to develop themselves and share their knowledge with the team. Working with energy and pace, you can recognise a good idea and adapt it to meet the needs of your cluster or shop. **Please tell us about you, and how you use your initiative to reach your goals.**



Book Knowledge: Our customers expect Waterstones booksellers to be experts. Our booksellers know books, continuously grow their knowledge, and use this to help customers with tailored, genuine, confident recommendations. **Please tell us about you and books, and how you think this would make you a great bookseller.**



Is there anything else you would like to tell us to support your application?

Thank you for taking the time to answer our questions. Please attach a CV to this application form, and we'll be in touch as soon as possible.