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By: Filip Truta, Apple News Editor

Apple Retail Store
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Apple Adds New Job Position: 'Personal Shopping Specialist'

The new position requires that you love everything Apple

[Apple](#) has added a new job position at its retail stores, called "Personal Shopping Specialist," according to [ifoAppleStore](#). The source dealing exclusively with Apple [store](#) news also mentions that the new position emphasizes "connecting" and "relationships." Previously, specialists were paid to do one to one sessions with customers, or ProCare training. The PSS will take over those tasks, the source says.

"Not only does Apple create the most amazing products on earth, we also build the most beautiful stores," says Apple. "But, as the fastest growing retail chain in history, the real secret behind our success is our commitment to the customer. Are you ready to help us take our game up a notch? We are looking for people excited about enriching customer lives by delivering a unique shopping experience that is both personal and professional," the company states.

A suitable candidate for the job is a person who delights in connecting people with the perfect answers for their needs, Apple says. Additionally, if you love to nurture long-term relationships with friends and acquaintances, and are patient, calm, approachable, and a good listener, the job is as good as yours, according to the company. Still, an enthusiastic attitude is also required, as well as love for Apple products and Apple customers, just to secure that "personal" spot among retail store staffers.

Once hired, you will become the consummate service professional, "one who loves to find the best solution for your customer," Apple continues. "You'll be relentless in providing an unparalleled shopping experience in the store; you will showcase our products and services through appointment-based shopping; you will build loyal, long-term customer relationships through outstanding personalized service, and you will develop innovative ways to attract new customers, and build brand loyalty."

To make its message even more personal, Apple claims that a job at one of its retail stores is "a chance to use your hands and heart... to contribute meaningfully... to people's lives." According to [ifoAppleStore](#) again, the company seemingly has openings listed for the new position at all of its retail stores.