

GG FORMALS

Dublin, Georgia

SALES ASSOCIATE

Dublin Location

Part-Time (10-25 hrs/week) | Reports to: Store Manager | Saturdays + Every Other Sunday Required

ABOUT GG FORMALS

GG Formals is a premier formalwear destination in Dublin, Georgia, helping girls find the perfect look for prom, homecoming, pageants, and every special moment in between. We create a fun, high-energy, no-pressure shopping experience where every girl who walks through our doors feels seen, celebrated, and confident. We're growing fast and looking for the right people to grow with us.

POSITION OVERVIEW

The Sales Associate is a sales-driven, client-facing role responsible for helping customers find the perfect look for prom, homecoming, pageants, and other special occasions. This isn't a role where you simply unlock a dressing room and wait for someone to find a dress. You'll connect with each customer, learn her style, make confident recommendations, and create an experience that makes her feel celebrated from the moment she walks in.

You're part stylist, part salesperson, and part hype girl. You should be comfortable starting conversations, thinking on your feet, building trust quickly, and confidently asking for the sale.

You'll work under the Store Manager and are expected to show up prepared, coachable, energetic, and ready to contribute. GG Formals is a fast-paced, team-focused environment, and we're looking for someone who is competitive, dependable, and genuinely excited to help every girl leave feeling confident and beautiful

KEY RESPONSIBILITIES

Client Experience & Sales

- Guide customers from the moment they walk in through finding their perfect dress — building rapport, understanding their style, and closing the sale with confidence
- Listen to what each customer says she wants while also paying attention to the styles, colors, and fits she naturally gravitates toward
- Recommend accessories and add-ons naturally to help complete the look and increase the overall sale without creating pressure
- Handle objections with confidence and professionalism, including budget concerns, parent opinions, indecision, sizing concerns, and competitor comparisons
- Create a fun, upbeat, and personalized experience that makes every customer feel comfortable, celebrated, and confident
- Maintain energy and attentiveness during busy prom and homecoming seasons while balancing multiple customers and dressing rooms
- Build genuine connections with customers and families that encourage repeat business, referrals, and five-star Google reviews

Teamwork & Store Operations

- Attend team huddles and execute on daily sales goals, floor assignments, and performance expectations
- Accept coaching from the Store Manager on sales techniques, customer engagement, and closing — and apply feedback in real time
- Assist with front desk responsibilities including customer check-in, checkout, answering phones, and greeting every customer who enters the store
- Open and close the store on rotation following all documented procedures and expectations
- Steam and prepare new arrivals, return dresses to their proper location, and keep dressing rooms, racks, and shared spaces clean and organized
- Maintain strong floor awareness during busy prom and homecoming seasons, making sure customers are being assisted and dressing rooms are moving efficiently
- Self-direct during downtime — there is always something to be done, whether that means cleaning, organizing, steaming, restocking, or preparing the sales floor
- Support teammates during busy periods by assisting with zippers, finding sizes and styles, answering customer questions, and providing additional floor coverage

Administrative

- Process sales, layaways, payments, and customer information accurately in BridalLive as trained
- Maintain accurate customer notes, including styles tried on, favorites, sizing, colors, and any important details for future visits
- Complete all required customer forms and ensure information is entered into BridalLive correctly
- Assist with layaway organization, including keeping dresses properly labeled, stored, and easy to locate
- Participate in receiving new inventory by checking in, tagging, steaming, and placing merchandise on the sales floor as directed
- Maintain accurate inventory practices and immediately communicate any discrepancies or concerns to the Store Manager

A TYPICAL SATURDAY

Saturdays at GG Formals are fast-paced, high-energy, and all hands on deck. You arrive ready for the morning huddle, where the Store Manager reviews the daily sales goal, team rankings, floor coverage, and expectations for the day.

Once the doors open, it's go time. You'll greet customers, learn what they're shopping for, and help them navigate styles, colors, sizing, and budget. During peak prom and homecoming season, you may be working with multiple customers and dressing rooms at once — staying organized, attentive, and upbeat is key.

You're constantly reading the room, making recommendations, pulling new options, helping with zippers, and knowing when you've found *the one*. You celebrate with your customer, confidently ask for the sale, and help complete her look with accessories when appropriate.

Between customers, you reset dressing rooms, return dresses to the correct racks, help teammates, and keep the sales floor clean and organized. There's very little standing around on a Saturday — if you're free, you're finding where you're needed.

At the end of the day, the store is reset, customers have received an amazing experience, and the numbers are pulled. Saturdays are busy, competitive, and fun — **and they're where a strong GG Formals Sales Associate shines.**

QUALIFICATIONS

Required

- High energy, a competitive drive, and a genuine love for working with people
- Quick thinker — you can read a customer, pivot when needed, and problem-solve without waiting to be told what to do
- Team player who also wants to win — you celebrate your teammates while pushing yourself to hit your own sales goals
- Strong customer service instincts — warm, outgoing, professional, and able to stay composed in a fast-paced environment
- Comfortable approaching customers, starting conversations, making recommendations, and confidently asking for the sale
- Weekend availability, especially during peak prom and homecoming seasons — Weekends **are non-negotiable**
- Reliable, punctual, and accountable — if you're scheduled, you show up on time and ready to work
- Coachable — you welcome feedback and apply it to become a stronger salesperson
- Willing and able to stay active throughout your shift, including standing, walking the sales floor, carrying dresses, and maintaining dressing rooms

Preferred

- Previous retail or sales experience, especially in formalwear, fashion, prom, or special occasion
- Familiarity with formalwear designers, trends, sizing, and styles
- Experience in a commission, goal-driven, or performance-based sales environment
- Experience working in a high-volume retail setting
- Comfortable with basic technology, including BridalLive or similar POS and customer management systems

WHAT WE'RE REALLY LOOKING FOR

We can teach you the dresses. We can teach you the brands, the system, and how we sell. What we can't teach is personality, hustle, or the ability to genuinely connect with people. We're looking for someone who takes pride in their work, doesn't need to be micromanaged, and thrives in a fast-paced, competitive environment. You should get genuinely excited when a customer finds *the dress* — and just as excited to see your name at the top of the sales rankings.

If you're outgoing, driven, coachable, and the kind of person who sees what needs to be done and does it, **you'll fit right in at GG Formals.**

COMPENSATION & SCHEDULE

- Part-time position designed to work around a high school schedule
- Hourly pay discussed during the interview
- **Opportunity to earn tips through individual sales** — the stronger you become at selling and creating an amazing customer experience, the more opportunity you have to increase what you earn
- After-school weekday shifts may be scheduled based on availability and store needs
- **Weekend availability is required**, especially during prom and homecoming seasons
- Additional hours may be available during school breaks, holidays, and peak formalwear season
- Scheduling is managed by the Store Manager based on availability, performance, and business needs

WHAT WE OFFER

- A team that actually likes each other and pushes each other to be better
- Real coaching and development from a Store Manager who invests in her stylists
- The chance to be part of a rapidly growing brand expanding to a second location
- An environment where your effort is seen, your results are tracked, and strong performance is rewarded
- The experience of walking alongside women during one of the most meaningful moments of their lives

HOW TO APPLY

Apply here: jobs.theeggcorp.com

Applications without completed forms will not be reviewed.

*GG Forever is an equal opportunity employer.
We celebrate diversity and are committed to creating an inclusive environment for all employees.*