

## Apple Inc. Retail — Specialist vs. Personal Shopping Specialist Job Descriptions

### Specialist

As a Specialist, you're the essence of a customer's experience at the Apple Retail Store. You enrich people's lives through meaningful **dialogue** about the coolest products on Earth. You earn trust by recommending **solutions** that do more than meet people's needs—they inspire their hopes and dreams. Specialists are the passionate ambassadors to the brand that's revolutionizing retail by **enriching** the lives of its customers.

A candidate we'll love:

- You're warm and friendly, and you love **sharing** knowledge
- You have retail or customer service experience, or you just like **helping** people
- You understand customers' needs and enjoy **connecting** them with the right solutions
- You love Apple technology and believe it can **enrich** people's lives
- You engage well with others and are passionate about providing an exemplary customer experience
- You're a team player who thinks quickly on your feet
- You're excited about the prospect of growing and learning in a changing environment

A position you'll love:

- Translating “techno-speak” into layman's terms
- Developing complete **solutions** based on customers' specific needs
- Inspiring a whole new generation of Apple **addicts** with our training and support services
- Getting customers **enthused** about present and future Apple products
- Providing an amazing, personalized shopping **experience** to each and every customer
- Working with amazing people in the coolest stores selling the coolest products

The ideal opportunity to share your wisdom:

A job at an Apple Retail Store is a chance to use your hands and heart. To use your knowledge and experience. To contribute meaningfully to people's lives with your knowledge and passion.

To delight. Enrich. Impress. Engage. Inspire.

Are you ready to join the retail revolution?

### Personal Shopping Specialist

Not only does Apple create the most amazing products on earth, we also build the most beautiful stores. 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.

Does this sound like you?

- You delight in **connecting** people with the perfect answers for their needs
- You love to nurture long-term **relationships** with friends and acquaintances
- You're patient, calm, **approachable**, and a good listener.
- Your **enthusiasm** in getting results serves to motivate and inspire others.
- You love Apple products—and Apple customers.

Does this sound like fun?

- You will become the consummate service professional, one who loves to find the best solution for your customer
- 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
- You will develop innovative ways to **attract** new customers, and build brand loyalty

Let's make it personal:

A job at the Apple Store is a chance to use your hands and heart. To use your knowledge and experience. To contribute meaningfully to people's businesses—and to people's lives.

Are you ready to join the retail revolution?