SALES AND FIELD MARKETING REPRESENTATIVE

Overview:
As a Sales & Field Marketing Representative, you will service our key accounts within an assigned territory and learn the fundamentals of our business, customers and product lines.

Duties and Responsibilities:
- Perform market planning, sales and service of division products to retail accounts.
- Demonstrate new and existing products, maintain listing and write orders.
- Create and manage in-store displays and promotions and perform other functions necessary to establish and maintain positive customer relations.
- Act as a business consultant to manage profit/loss centers.
- Seek, analyze and relay a variety of information about and from customers/prospects regarding sales potential of a line or specific items, consumer reaction to those items, price, margins, terms of sale, etc. to enhance competitive position.
- Develop relationships with all store personnel to maximize sales.
- Assess the needs of retailers and develop strategy to meet those needs for each customer within legal requirements, accepted sales practice and company policy.
- Participate in Event Marketing end-user programs such as trade shows, store openings and in-store events.

Qualifications:
- College graduates with a 4-year degree Marketing or related area seeking to learn and practice the trade of a consumer products-related business through a fast-paced, high energy, dynamic position.
- Must have a proven record of commitment, ambition and drive toward establishing and achieving goals.
- Must be able to work as part of a team and have demonstrated leadership ability.
- Excellent written and oral communication skills are essential to this position.
- Candidates must be willing to relocate anywhere in the continental United States.
- Must be able to handle rejection/downfalls with enthusiasm.
- Must have good people skills and must be comfortable reaching out to potential customers (cold calling).

NOTES and QUESTIONS to ask: