

Birkenstock USA, LP
Job Description



<u>Job Title:</u>	Specialty Sales Representative – Field Channel
<u>Reports To:</u>	Director of Specialty Sales
<u>Location:</u>	Various
<u>Territory:</u>	Various
<u>Position Type:</u>	Regular, F/T with benefits –Exempt
<u>Salary:</u>	\$60K-\$80K

Overview

This position will be responsible for sales coverage in regions that are presently underserved due to the large geographic territories of our Territory Managers. The focus will be on all small to medium sized dealers in their assigned geography, but will have a special emphasis on sales/service to Run Specialty and Outdoor Specialty dealers. This would include instore merchandising, product clinics, trunk show, try on events etc.

Seek and Identify new opportunities both for their own sales and potential accounts for existing Territory Managers.

Responsibilities

1. Identify and open Run Specialty Stores with Recovery Assortment
2. Identify and open Outdoor Specialty Stores with Rugged Outdoor product as focus.
 - a. Field Marketing for Specialty businesses to include product clinics, trunk shows, try on events and select marathon expos
3. Scout and identify new Business Opportunities
 - a. Surf Shops
 - b. Resort Shops
 - c. Professional Sales opportunities
4. Sales and Service to existing Birkenstock within assigned territory.
 - a. Assortment planning. Understanding company initiatives and utilizing data to drive growth and achieve sales goals
 - b. All preparation and presentations to customers
 - c. Analysis business to Identify in-season opportunities
 - d. Marketing and in- store visual.
 - e. Order book management
5. Assist TM's as needed for Special Events, Trunk Shows, merchandising etc. Must be Pre-Approved by Sales Director

Position Requirements/Qualifications

- Bachelor's degree (B.A. / B.S.) from a four-year college or university in Business or related field; minimum 2years of related experience (wholesale retail/apparel or footwear).
- Strong communication skills, able to recognize and articulate account and product needs
- Must take direction and have an eagerness to learn
- Must have excellent communications skills and ability to work effectively with all levels of personnel.
- Recognize problems, identify possible causes and resolve routine problems.
- Team player with a "can do" attitude that can work in a fast-paced environment.
- Ability to expertly and aggressively market and sell company's brand and products.
- Demonstrated ability to maintain a high degree of confidentiality.
- Has a complete knowledge of all assigned product lines.
- Must be able to work outside of regular business hours, which will include nights and weekends to meet customer requirements.
- Work requires willingness to travel up to 50% of the time.

- Valid driver's license and acceptable motor vehicle record.
- Must be able to lift and carry sample bags weighing up to 50 pounds.

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.