



Birkenstock Americas

Job Description

Specialty Sales Representative – Field Channel

At Birkenstock, our business reflects who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business reflects what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction to all of our customers.

To be able to provide quality products and services, we need quality people, the best of the best. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and positivity.

JOB TITLE: Specialty Sales Representative - Field Channel

REPORTS TO: Senior Director US Sales

LOCATIONS: Atlanta GA, Columbus OH or Pittsburgh

TYPE: Exempt Salaried

SALARY: \$70k-\$90k

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 medium to small size retailers in the assigned territory.

It is primarily responsible for managing and growing business in a set geographic territory, in conjunction with a Territory Manager and inside sales team, as defined by Birkenstock USA and the CEO. This position will also be responsible for optimizing sales to existing accounts via controlled sell-in, inventory management, controlled sell-through and proper cost-efficient sales support efforts (marketing strategies, clinics, trunk shows) by performing the following duties.

RESPONSIBILITIES

- Plans and executes annual shipment goals provided by Birkenstock USA.
- Ensures that sales efforts reflect needs of corporate sales plan, as well as individual goals.
- Identify and open new Business Opportunities.
- Communicates with customers regularly to ensure proper sell in, inventory levels and sells through.
- Maintains relationships at all levels to ensure superior customer service.
- Develops annual business plans with all accounts in a territory in conjunction with the inside sales team, sales support team and direct customer efforts toward achieving these goals.
- Performs, prospects, researches, and solicits new business using competitive set, cold calls and web search (and other avenues as applicable) as prospecting tools.
- Communicates schedule and business updates to the CEO.

- Communicates regularly with the Credit department to maintain account bases financial health and profitability.
- Performs necessary sales support functions (clinics, trunk shoes, marketing promos) as directed by the CEO.
- Participates as an active member of the Sales team, including: group meetings, phone calls, sales meetings, regional shows as requested or needed.
- Keeps current on all new company product offerings and product changes within assigned product lines.
- Assists in providing sales and product training to key retailer personnel.
- Provides competitive product, program, and pricing information as requested.
- Other duties and projects as assigned.

POSITION REQUIREMENTS/QUALIFICATIONS

- Bachelor's degree (B.A. / B.S.) from a four-year college or university in Business or related field; 3-5 years of related experience and, or training; or equivalent combination of education and experience.
- Must have excellent communications skills and ability to work effectively with all levels of personnel.
- Must have strong interpersonal skills to support leadership, management, negotiation and problem-solving functions of this role.
- Remain calm and professional in stressful situations.
- Detail oriented while maintaining an extremely positive attitude.
- 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.
- Ability to adequately respond to a variety of requests from customers such as sales and marketing assistance, pricing recommendations, etc.
- Has a complete knowledge of all assigned product lines.
- Maintains a personal library of sales and technical materials for 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 on an as needed basis.
- Valid driver's license and acceptable motor vehicle record.
- Must be able to lift and carry sample bags weighing up to 50 pounds.

Birkenstock reserves the right to change, alter, or amend the job duties of employees at its sole discretion with or without notice.

If interested, please send a cover letter, and resume to mhoessl@birkenstockusa.com. Subject line should list "Specialty Sales Representative – Field Channel"

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