



Job Announcement
Waypoint Outdoor Field Service Representative
Location: Must be located in Western Washington
*****This position requires up to 80% travel*****

Company Overview

Waypoint Outdoor is the Pacific Northwest Outdoor Sales Agency for Smartwool, Vasque, Nemo, Bogs, Kleen Kanteen, Tread & Butter, and the National Sales Agency for Helly Hansen, Musto, Biolite, and Sunski. Waypoint Outdoor has an unwavering commitment to Premium Relationships, Business Management, and Customer Service to its Brands and Retailers. Waypoint Outdoor is composed of Outdoor Industry Veterans who have a dedication and passion to the industry and service. As a result, Waypoint has enjoyed tremendous growth both within and beyond the core outdoor industry and is committed to scaling and developing its team.

Position Overview

The Waypoint Field Service Representative (FSR) creates brand awareness and provides technical education and training opportunities for the assigned brands within the Key Account and Specialty retail markets. This person is responsible for ensuring our retailers receive the highest degree of service from Waypoint and Waypoint's brands. The Waypoint FSR is an expert in our brands, our service model, and all things related to customer relationship management. **MUST BE WILLING TO TRAVEL UP TO 80% OF THE TIME**

This position works closely with Waypoint retailers, Waypoint Brand Managers, Waypoint Sales Representatives, and Brand Marketing teams to ensure our retailers' needs are met and exceeded. This includes identifying/scheduling clinics and retailer marketing set-up needs, serving as an Agency and Brand Ambassador and ensuring retailers have the support, tools, and training they need to achieve the highest degree of sell-through success.

This position is charged with creating and driving brand awareness, excitement, and technical training opportunities, as well as providing in-store visual merchandising and event support with our retail partners. This requires leveraging expert knowledge of Waypoint Outdoors' Business and Service philosophy to become the expert on all technical aspects of the Waypoint brand portfolio through excellent training and presentation skills, forward thinking mentality and anticipation of needs. This person will exude a passion for service and must have the capacity to make things happen with professionalism and discretion.

The key responsibilities of this position include:

- Educate and excite Retail Associates on Waypoint brands and product offerings through training and in-store events.
- Cater clinic presentations to speak to the unique needs of each type of Channel, Account, and Sales Associates.
- Maintain up to date and comprehensive product knowledge and technical information for Waypoint brands as well as that of the competitive brands and products.
- Work with the retailer on the sales floor to help stock product from back stock as needed.

- Provide national and regional trade show support, including customer relations and product line presentations.
- Drive sell-through by identifying at once sales opportunities and scheduling continued education.
- Work in conjunction with Sales Representatives, Brand Managers, and brands on seasonal account plans, territory focuses, promotional activities, and brand level initiatives.
- Support local, regional, and national field marketing and brand events.
- Work with Brand Managers and Sales Reps to create and manage comprehensive and efficient travel calendars, as well as manage travel planning tools and master territory account lists.
- Complete weekly reports with information that includes feedback from Consumers and Sales Associates, quality issues, competitor and market trends, retail photos, at once sales opportunities, events, and general merchandising needs.
- Work with Brand Merchandising Managers and place orders to ensure that Waypoint brands are consistently and properly represented with current fixturing, signage, and general visual merchandising collateral.
- Continuously strive to identify and communicate Key Account, Channel and Retailer specific training tools and retail leave-behind needs.
- Create and manage budgets necessary for travel, clinic events, training tools, and other required expenses.
- Identify, propose and execute incremental opportunities to gain and develop exposure for retail products (partnerships, clinics, other as appropriate).
- Utilize promotional activities in store and at events to develop sell through insights and ROI analysis.

Qualifications

- 2+ years of experience working in the Outdoor Specialty, Athletic, or Footwear industries
- Bachelor's degree in business or related field desired
- Proven ability to develop and maintain professional relationships
- Demonstrated desire and passion for products and their technical attributes
- Organization and Communication skills
- Proficient at Public Speaking and Motivating Store Employees
- Seasoned Judgement and Problem Solving
- Creative and Resourceful, with Strong Attention to Detail
- Strong Understanding of the Outdoor Industry
- Excellent Interpersonal, Written and Verbal Communication Skills

This is a salaried plus bonus staff position at Waypoint Outdoor and includes Waypoint's benefits package (Vacation, Medical/Dental and eligibility for Bonus). Please visit our website at www.waypointoutdoor.com for additional information about Waypoint Outdoor.

To apply for this position please submit your cover letter, resume and salary requirements to: jobs@waypointoutdoor.com with the subject line of "Field Service Rep".