

Waypoint Outdoor
Territory Sales Rep
1 Full-time position in Denver, CO
Start date April 25 or earlier

Company Overview

Waypoint Outdoor is the National Sales Agency for multiple outdoor industry brands, both national and regional. Waypoint is a group of passionate industry professionals that believe in the power of clear direction. Waypoint's work environment is inclusive, where cultural diversity, sexual orientation, and religious freedom is welcomed and encouraged. Through our collective intelligence, inclusiveness, and comprehensive business development process, we deliver strategic growth and ongoing opportunities (development) for our customers.

Position Overview

The Waypoint Sales Representative is responsible for the entire retailer sales cycle relationship for the designated Waypoint Territory and Brands. This person is responsible for ensuring our retailers receive the highest degree of service from Waypoint and Waypoint's Brands. This position serves as an expert in our Brands, our Service Model, and all things Customer Relationship Management.

This position works closely with the Brand's Customer Service, Sales Management, Waypoint's Brand Analysts, and Brand Managers to ensure our Retailers' needs are met and exceeded. This includes everything from identifying and onboarding new retailers/new brands at retailers, forecasting accounts, creating territory and marketing plans, servicing accounts, to trouble shooting any issues retailers may have. This person serves as the Agency and Brand Ambassador, and is charged with ensuring retailers have the support, tools, and training they need to achieve the highest degree of success. **This position requires significant time, up to 80%, on the road traveling the territory.**

This position requires leveraging expert knowledge of Waypoint's Outdoor Business and Service philosophy, strategic organizational and sales skills, forward thinking mentality and anticipation of needs to ensure Waypoint's Retailers and Brands tactical sales day to day needs are met in an effective and efficient manner and are constantly evolving. This person will exude a passion for service and "The Waypoint Way" and will have a capacity to make things happen with professionalism and discretion when and where needed.

The Key responsibilities of this position include:

- **Business Planning:** Working closely with the Brand Managers and Analysts, this position is charged with managing their territory, forecasting growth and opportunities, identifying retailers to cultivate relationships with, to scale and to grow, and executing territory plans. This position works closely with the Waypoint Brand Managers and Analysts to ensure Brand and Agency targets are clear and tracking, and if not - proactively managing and identifying opportunities to get back on track.
- **Relationship/Account Management:** This person is responsible for the Brand and Agency relationship with our retailers, ensuring relationships are built, maintained, and managed, including everything from identifying retailers needs from a brand perspective to troubleshooting any issues the retailer might have with Waypoint Brands, Product, or orders.
- **Forecasting for and Achieving Preseason & ASAP Sales Targets:** This position is first and foremost a sales role. The Waypoint Sales Representative will be a sales driven individual that forecasts for and achieves sales growth by providing the best all-round service to their retailers and by continually looking for new sales opportunities at existing retailers and new customers.
- **Sales Cycle Management and Service:** Working closely with new and existing Waypoint brand retailers, this position is responsible for creating and managing appointment calendars, preparing for and executing line presentations, identifying retailer marketing needs, and implementing marketing tools to ensure a maximized Brand Presence at the retailer and stellar sell through is achieved. In addition, this position identifies and delivers needed product clinics and provides service and training to ensure the retail staff is prepared to maximize sell through opportunities.
- **Sales Order Management:** Working within brand deadlines, the Waypoint Sales Rep ensures orders are taken and placed, audited and that correct discounts are applied and sales program opportunities are taken advantage of. This position also trouble-shoots any issues with customer service, ensuring a smooth as possible brand experience with the retailer.
- **Waypoint Administration:** This position is responsible for adopting and evolving Waypoint processes and identified tools to update forecasts, appropriately schedule meetings, unpacking and preparing samples for presentation, and working

closely with Waypoint staff to ensure needs are met and working with the internal team on new ideas and ways for Waypoint to grow and evolve our business model and service our retailers.

- **Trade Shows:** Attend all relevant shows and manage set-up, tear down. Showroom maintenance in the Denver or Seattle showroom is a team effort.

The successful candidate will have:

- Bachelor's degree in business, B.A. in Business or related field desired
- Five plus years of experience in the running or cycling industry a plus
- Road rep experience; Ability to travel up to 80% of the time, including weekends
- Proven ability to develop and maintain professional relationships
- Demonstrated results in executing multiple projects on a seasonal basis
- Excellent process management skills
- Strong analytical and problem-solving skills
- Excellent interpersonal, written and verbal communication skills
- Team and Customer Service Attitude and mentality
- No task too small or too big mentality
- Experienced runner/cyclist a plus
- Pioneering, new account development
- Significant exposure to forecasting and analytical management processes
- EDI, SPS, SharePoint, PowerPoint, Excel experience

Waypoint Outdoor provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, gender, sexual orientation, gender identity, national origin, age, disability, or any other status protected by applicable federal, state, and local laws. Waypoint Outdoor complies with all applicable federal, state, and local laws that prohibit discrimination in the workplace.

For employees working 20 or more hours per week, Waypoint Outdoor offers a comprehensive benefits package that includes employer-sponsored medical, dental, and vision premiums for the employee; Health Care and Dependent Care Flexible Spending Accounts; employer-paid life and long-term disability insurance; and a 401k program with a 4% company match. Waypoint Outdoor also provides flexible paid time off and 10 paid holidays.

This is a salaried plus bonus staff position at Waypoint Outdoor. The salary range for this position is \$80,000 to \$100,000 annually and bonus potential is 20%.

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