



Job Description: Outside Territory Sales Multi Line Rep

Company Overview

Charles River Apparel is a leading supplier of innovative active wear for a variety of markets. Since its inception more than a quarter of a century ago, New England-based Charles River Apparel has been recognized for the quality, style and value of its apparel, as well as their high level of customer service. The company's award-winning in-house design team incorporates the latest materials and technology into their designs to deliver an apparel collection that is notable for its appeal, versatility, and long-lasting wear. Charles River Apparel sells through more than 13,000 distributors, retail and specialty stores nationwide.

We owe our success to our dedicated employees. We offer an excellent benefits package including Healthcare and Dental Insurance and matching 401K plan as well as a corporate casual atmosphere.

Position Overview

The Outside Territory Multi Line Rep is responsible for profitable sales growth within the territory of Northern California and Northern Nevada. The person in this role is responsible to grow maintain and service existing and potential customers within the territory.

Key Accountabilities

- Maintain strong relationships with existing customers to grow and nurture existing business.
- Create new business and sales growth via leads identified by the lead generator or other sources.
- Proactively plan and execute regular structured sales visits within assigned territory, with primary focus on Strategic accounts in coordination with inside sales, ensuring that minimum quarterly and annual meeting targets are achieved.
- Make presentations to existing and potential customers and apply consultative selling techniques and make recommendations to prospects and clients on the various solutions CRA offers to fulfill their needs.
- Follow internal process requests, including marketing services requests for all sales collateral needs.
- Execute all agreed to solutions with customer to include accurate, timely forecasting and detailed follow through
- Maintain contact with all clients to ensure only the highest level of customer satisfaction exists.
- Maintain subject matter expertise on all products and services offered by Charles River Apparel.

- Provide feedback to the design team regarding product success and suggestions for improvement.
- Support new product and line launches by promoting to new or potential customers.
- Requires travel 4/5 days per week

Key Competencies

- Must be comfortable on the phone. Be a self-starter that can work with little supervision and maintain a professional and upbeat attitude
- Ambitious, highly motivated, and innovative
- Understands how to initiate, manage and develop large and small company business, while possessing meticulous follow up and follow through.
- Candidate must be technology proficient and adopt all technology associated with the sales role. Inc Microsoft Office and working with CRM systems.
- Candidate must adhere to all company policies, procedures and code of ethics while representing the company in a professional and honest manner at all times.

Skills/Education

- Prior industry sales experience
- Proven track record of selling success with an ability to adapt to dynamic market segments.
- 3+ years of direct sales experience preferred calling on multiple accounts, focusing on sales development and relationships.
- Must possess outstanding communication, presentation and negotiation skills with the ability to persuade and influence others.
- Ability to work in a fast paced, demanding & numbers driven environment while being able to think on your feet and be a creative problem solver.
- Position requires constant lifting and handling of product line.