

## JOB DESCRIPTION

<b>POSITION:</b> District Sales Manager/Store Merchandiser	
<b>DEPARTMENT:</b> Nat'l Retail	<b>STATUS:</b> Non exempt
<b>LOCATION:</b> Bellevue, WA	<b>Specify:</b> State of Michigan
<b>THIS POSITION REPORTS TO:</b> East Region District manager - Retail	
<b>WHO REPORTS TO POSITION:</b> National Sales Manager	
<b>Send Resume to:</b> <a href="mailto:crystalp@sungro.com">crystalp@sungro.com</a>	

### **GENERAL SUMMARY:**

Drive retail indoor/outdoor hydroponic and independent garden center sales by developing and maintaining the best possible appearance for Sun Gro products within every retail establishment in your assigned area. Help direct order traffic to servicing distributors while attending stores. Promote sales of appropriate Sun Gro brands by giving product knowledge sessions and distributing POP materials.

### **ESSENTIAL JOB FUNCTIONS:**

- Travel predetermined and assigned store-to-store route using your own vehicle. Mileage reimbursed.
- Meet with Garden Manager/Store Manager to discuss purpose of visit.
- Ask the Manager if there are any issues that need to be addressed during the visit pertaining to products and service.
- Update and/or reiterate any product programs available at any given time.
- Answer any business or technical questions as required by stores.
- Keep record of any specific comments, questions, and concerns pertaining to Sun Gro brands and competition's brands.
- Communicate competitive activity, pricing, and programs to the District Sales Manager.
- Direct and /or assist stores with orders to appropriate distributors and follow up with distributors that orders were received.
- Direct stores to available distributors for price quotes on Sun Gro brands and NOT quoting price on their behalf.
- Work consistently with distributors especially where multiple Sun Gro distributors cover the same geographies.
- Participate with distributors on sales calls when appropriate.
- Develop relationships with Sun Gro's distribution network especially with warehouse managers and local selling teams.
- Identify location of Sun Gro products in the stores and try to improve placement.
- Provide Sun Gro samples as requested by store managers and distributor salespeople.
- Evaluate and fill POP needs at each store.
- Make certain Sun Gro inventory is presentable and promoted properly.

- Summarize your activities with store managers.
- Fill out call report completely and accurately and communicate to District Manager and Administrative Team Lead.
- Provide an attitude and services that will drive extreme customer satisfaction.
- Work to drive continuous improvements within your areas of responsibilities.
- Recap and report weekly expenses timely.
- Be a role model of Sun Gro's Mission Statement and Core Values.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

#### **Organizational Ability**

Capability to Plan, organize and monitor activities according to priorities.  
 Establish schedules, deadlines, and goals.  
 Coordinate internal resources toward fulfillment of external customer expectation and needs.

#### **Communication and Interpersonal Skills**

Capability to Actively listen.  
 Respond clearly and effectively.  
 Describe or explain information, concepts, ideas, or instructions to others.  
 Interface effectively with customers, the public and co-workers.  
 Gain the confidence and trust of others.

### **EDUCATION AND EXPERIENCE:**

- Proven record of understanding and achievements in horticulture or other sales related activities.
- Retail and horticulture knowledge and skills a plus.
- Maintain a strong work ethic at all times.

### **ADDITIONAL REQUIREMENTS:**

- Ability to lift at least 50lbs.
- Ability to stand, sit, kneel and bend over for extended periods of time.
- Exposure to dust is likely.
- Ability to use a ladder as required.
- Reliable car, valid driver's license and proof of insurance a must.
- Travel is required.

*The statements herein are intended to describe the general nature and level of work being performed by employees in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required for this position.*