

# EMPLOYMENT OPPORTUNITY



## OUTSIDE SALES REPRESENTATIVE SALES & MARKETING DEPARTMENT FULL-TIME – SALARY

### SUMMARY OF POSITION

Reporting to the External Sales Supervisor, this position will be responsible for optimizing sales to existing customers, meeting or exceeding sales targets and developing new customers according to the ONFC Business Plan.

### KEY RESPONSIBILITIES

- Makes regular, scheduled visits to designated accounts within the territory to promote ONFC products, promotions and monthly specials.
- Develops monthly account promotional activity including display, shelf, demos, ads, events and special promotions in key accounts by working with a diverse network of store staff, brokers, vendors and the ONFC team.
- Regularly assesses customer satisfaction with price, products, promotion and service.
- Tracks, prepares and presents reports on sales to designated accounts, looking for trends in amounts and products purchased and pro-actively seeks incremental business building opportunities.
- Resolves customer problems and conflicts by working with appropriate staff and industry people.
- Maintains sales activity and expense logs and submits expense reports in a timely manner.
- Stays current with new products and services and their selling benefits and features offered by ONFC.
- Monitors and reports trends in the natural food industry.
- Records and discusses patterns of customer requests and complaints with External Sales Supervisor.
- Attends and represents ONFC at Trade Shows, Events as needed.

### QUALIFICATIONS

At least 5 years of related selling experience or an equivalent combination of education and experience. The candidate must be able to negotiate, drive sales volume, have a strong customer service attitude, be self-motivated, creative and have the ability to cultivate long-term client relationships. Also required is the ability to communicate effectively with a wide variety of people including vendors, suppliers and brokers. Working with customers in a professional, courteous and friendly manner to create sales opportunities for selling through to the consumer is necessary. The candidate must be able to create computer generated business reports, create a customer follow-up system and work from home. Must have a valid driver's license, a clean driving abstract and maintain a personal vehicle in good working order. Familiarity with cooperatives and/or not-for-profit sector as well as an interest in organic and natural food would be beneficial. The ability to lift and/or move up to 50 pounds is also required. Territory for this vacancy is Kitchener/Waterloo.

### COMPENSATION

Competitive remuneration and benefits.

**INTERESTED APPLICANTS WILL SUBMIT THEIR RESUME AND COVER LETTER  
QUOTING JOB # 0310OSRO**

**TO SHERI HOLUBEC, HUMAN RESOURCES COORDINATOR**

**EMAIL: HR-dept@onfc.ca OR FAX: 905-507-2848;**

**Please note that only those candidates selected for an interview will be contacted.**

**Ontario Natural Food Co-op: 5685 McLaughlin Rd., Mississauga, ON L5R 3K5**