

# EMPLOYMENT OPPORTUNITY



## MEMBER SALES REPRESENTATIVE

9 month contract, with possibility of extension  
Sales Department  
Mississauga Ontario

**REPORTS TO:** Direct Report to - Outside Sales Team Leader

Provides Support Functions to - Member Relations & Education Manager

### SUMMARY:

- Optimizes sales to existing and potential retail members according to the ONFC Marketing and Member Relations program plans
- Creates custom sales plans for medium to small member retailers who are not currently serviced by ONFC sales staff thereby strengthening ONFC's position in an underserved niche.
- Engages in non-traditional territory management as the role includes a blend of outside and inside sales techniques and strategies along with project management skills with special consideration given to smaller volume stores
- Key contact for all new co-op retail stores; responsible for managing new co-op store openings
- Builds integration between Marketing & Sales programs and Member Relations programs
- Collaborates with the Member Services Coordinator in the identification and recruitment of new members
- Within the sales teams, provides leadership in messaging about the advantages of ONFC's co-operative nature
- Stays current with new products and services offered by ONFC and competitors
- Monitors and reports trends in the natural foods industry

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### *Sales Promotion & Member Relationship Management*

- Builds the ONFC member brand through sales activities
- Regularly contacts designated members and potential member accounts to promote ONFC products, services, specials, and promotions through a combination of in-person visits and/or telephone calls
- Negotiates volume and other deals for and with designated members as authorized by the Sales & Marketing Manager
- Recommends brands, categories, and deal levels to maximize the uptake of the member flyer and other member-specific promotional tools
- Facilitates excellent communication with members for all promotional activities using all available tools (email, fax, web, social media, etc.)
- Facilitates product demonstrations in member retail stores
- Pitches the concept of ONFC membership to potential members and follows up in coordination with Member Services Coordinator
- Regularly assesses member satisfaction with price, products and service
- Works with appropriate ONFC staff, brokers, vendors and members to resolve problems
- Records and discusses patterns of member requests and complaints with all relevant staff
- Participates in designated trade shows as directed by the Outside Sales Supervisor

***Project Management***

- Manages specific sales-related projects designed to increase member sales (e.g., sample program)
- Creates innovative 'collective' sales programs which allow small stores to access volume deals by aggregating their sales with other member retailers
- Develops and manages member sample program

***Data Management & Research***

- Optimizes sales to designated member accounts by looking for trends in amounts and types of products purchased

***Administration***

- Meets regularly with the Outside Sales Team Leader and Member Relations staff to review progress toward goals for member sales and member brand development
- Meets on a planned basis with the Member Services Coordinator in order to review data analysis of member sales trends
- Maintains daily activity log
- Maintains expense log and submits expense reports in a timely manner
- Attends sales and general staff meetings as required
- Maintains personal vehicle in good working order

**QUALIFICATIONS**

- At least 5 years of related selling experience or an equivalent combination of education and experience.
- Knowledge of the health food industry and retail is preferred
- Able to negotiate and drive sales volume
- Strong customer service attitude, and the ability to cultivate long-term client relationships
- Self-motivated and creative
- Must be able to communicate effectively with a wide variety of people including vendors, suppliers and brokers
- Able to work with customers in a professional, courteous and friendly manner to create sales opportunities
- Able to create computer generated business reports & presentations, create a customer follow-up system and work from home (proficient in MS Word, Excel, PPT.)
- Must have a valid driver's license, a clean driving abstract and maintain a personal vehicle in good working order

APPLICANTS SHOULD SUBMIT THEIR RESUME AND COVER LETTER QUOTING THE JOB TITLE TO:

EMAIL: [hr-dept@onfc.ca](mailto:hr-dept@onfc.ca)

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