



Food for pets,  
naturally.

## Big Country Raw Job Posting

**Title:** Sales Representative

**Location:** Calgary, Alberta / Vancouver, British Columbia

**Employment Status:** Full-Time

**Estimated Start Date:** 1<sup>st</sup> Week of August

### Overall Accountability

Effectively manage the total customer relationship within an assigned territory while executing the business sales strategy to achieve the agreed upon revenue and volume targets. Work collaboratively with our customers while focusing on maximizing the presence of Big Country Raw brands at store level. Responsible for the in-store execution of assigned priorities including merchandising, promotions and sales.

### Key Responsibilities

- Proactively prospects and grows accounts and increases revenue across a range of products within an assigned territory.
- Works to understand customer needs and provides workable solutions with store partners.
- Understands and strives to achieve Big Country Raw store standards through maximizing distribution, facings, shelf location and incremental displays.
- Sets and documents retail selling objectives for each sales call and measures performance against each objective.
- Plans weekly sales calls / visits in the most efficient manner while maximizing customer relations.
- Builds multi-level working relationships through effective communication to create a high level of interest in Big Country Raw product at store level.
- Provides product training and education at store level to increase store managers and sales staff product knowledge.
- Develops annual promotional plans for accounts that are consistent with the overall Sales objectives and strategies.
- Participates in various tradeshows as required, this may include weekend hours.
- Negotiates sales contracts for freezer subsidy, overall margin and advertising co-op's.
- Creates and maintains organized retail customer files.
- Works independently within assigned territory.
- Maintains a safe and healthy working environment by following the company's Health and Safety program.

### Reporting Relationships

Reports to: Vice President

Direct Reports: N/A

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## Qualifications

- Degree or Diploma in business (or related field).
- 3-5 years' experience in either retail sales or merchandising.
- Previous experience in the pet food industry is an asset.
- Proven record of relationship management and business development.
- Proficient in a Windows environment, Excel, Word, Power Point & Outlook.
- Must have strong organizational and sales & negotiation skills.
- Must hold a valid passport and driver's license.

## Competencies

- Customer Focus
- Strong Communicator
- Self-Starter
- Resourceful
- Strong Follow through
- Organization / Planning
- Ability to develop strong relationships
- Drive for results

## HOW TO APPLY:

Please submit your resume via the **Indeed Job site** for Canada. Applications must be submitted prior to the expiry date.

We are conducting an internal and external search simultaneously. We wish to thank all applicants for their interest however only those applicants selected for an interview will be contacted.

Big Country Raw is committed to meeting the needs of persons with temporary and/or permanent disabilities in a way that allows them to maintain their dignity and independence. We are happy to discuss any need for accommodation in the workplace and will make an effort to meet those needs in a timely manner by preventing and removing barriers to accessibility in the areas of information, communications and employment.

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