



Food for pets,
naturally.

Sales Representative – Ottawa / Montreal

Big Country Raw is a company where we are truly passionate about what we do! We are proud of who we are, committed to the product we make, and care about the customers we serve. It is a place where we encourage each other to challenge the status quo so that we may achieve great things now and in the future.

If you have been searching for a great place to work...look no further...

Overall Accountability

Effectively manage the total customer relationship within the Ottawa/Montreal 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 the Ottawa/Montreal 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 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 tradeshow 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.

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Qualifications & Experience

- Bilingual (French/English)
- Degree or Diploma in business/sales/marketing.
- 3-5 years' experience in either retail sales or merchandising.
- Previous experience in the pet food and/or pet specialty industry.
- Proven record of relationship management and business development.
- Proficient in a Windows environment, including 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 a copy of your resume and cover letter to Human Resources. Applications may be sent to: alison@bigcountryraw.ca

Applications must be submitted prior to April 30, 2021.

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.