



Territory Sales Executive

Reporting to: Executive Vice President

Direct reports: 0

Type: Full Time

Responsible for: Development of Regional Commercial opportunities across all channels of the brand.

Location: Field based, occasional attendance at Gill NA HQ, Buford, GA

Travel: Frequent US travel

Brand Background:

Trusted on the water for more than 40 years Gill did not start as a brand or a business. It started as a solution to find better more capable sailing clothing using the best fabrics possible. Combined with innovative designed to increase performance and tested on elite athletes in the most challenging of conditions. Gill has grown into an established quality technical apparel brand, meeting consumer needs both on and off the water. Distributed around the world to 37 countries and more recently through a global Ecommerce platform, Gill enjoys the position of a leading brand within its core sector, and has an excellent reputation for quality and customer service.

Highlights

- Highly technical performance apparel brand with Global reach
- Iconic British performance brand with a unique heritage
- Worldwide recognition for its market leading product innovation and sustainable credentials
- Global multi-channel distribution platform with long term relationships with key retailers
- Highly experienced management team
- Compelling growth prospects across Marine, Fishing and Watersports Channels

Purpose:

As a Territory Sales Exec, you will be a key member of the Gill sales team, responsible for looking after the companies most important wholesale customers throughout your allocated States. The geographic area is regionalised to ensure focus, but as you would expect there is a very strong concentration on inland and coastal areas. This role involves building strong commercial relationships with existing accounts and the ability to identify and open up new accounts.

Responsibilities include (but not exclusively):

- Develop sustainable, profitable sales of Gill products through effective management of an assigned regional portfolio of wholesale customers.
- Plan business to deliver sales in accordance with pre-defined sales and distribution targets.
- Ensure timely receipt and entry of all pre-season orders to aid the buying process and maximise the Company's delivery performance.
- Visit assigned customers on a regular, appropriately scheduled basis, building long term business relationships.
- Identify, open and develop relevant prospective retail and corporate accounts, ensuring effective territory management and appropriate distribution spread.
- Pursue opportunities for at once / in-season Sales utilising daily at hand and forward stock information.
- Complete all necessary administration accurately and on time.



- Complete Specified Reporting – including weekly contact schedule, Monthly Sales Report and any other ad hoc requirements.
- Ensure provision of optimum customer service to all accounts via communication with support functions e.g. customer service, credit control, marketing
- Conduct regular retail staff training sessions, both formal and informal, ensuring that all staff are fully conversant with the features and benefits of the product range and strongly motivated to sell the brand.
- Work closely with the marketing team to ensure the positive development, implementation and success of trade marketing campaigns consistent with the brand guidelines and strategic direction of the brand in the USA
- Ensure close liaison with your Manager and other colleagues.
- Order book Management: be completely conversant with current sales and order book status and assume responsibility from gaining orders through to fulfilment.
- Provide regular feedback to your Manager, covering the marketplace, competitor activity and product development.
- Ensure that presentation of the Gill brand in store, is maximised, is highly visible, and is consistent with the brand image and guidelines.
- Support retailers within the designated region with planned Regional brand activation events.

Attributes - Essential:

- Proven track record in a field sales role with experience of managing larger retailers in the consumer goods sector
- Highly professional approach with a strong ability to communicate at all levels
- Highly proficient in quality client presentations, utilising technology, PowerPoint etc.
- Strong negotiator
- Highly competent IT skills with particular reference to monthly reporting and planning
- Proficiency in analysing and using financial and historic data to support business decisions
- Proactive, self-motivated and enthusiastic
- Excellent attention to detail and accuracy
- Integrity and professionalism
- Highly organised
- Flexible approach to work
- Personable and articulate
- Target driven and results motivated

Attributes - Desirable:

- Experience with sailing, performance sportswear or lifestyle apparel brands
- Knowledge of the sport of sailing, wider watersports markets or lifestyle sports

Operating Environment:

- Minimum 40 hours a week
- A mix of office and off-site work with travel required
- Work additional hours as and when required to include some evenings and weekends
- Proactively contribute inter-departmental working, challenging working methods for continuous improvement
- Training on software and other techniques will be provided as required
- Take personal responsibility and accountability
- Behave with integrity and professionalism at all times

Measures:

- Develop regional business to defined targets
- Regular, quality monthly reporting
- Working to fixed deadlines
- Ultimately developing stronger presence for the brand in the region.

Please send your C.V to: Sean.ness@gillna.com