



Retail Sales Specialist

Reports To: Divisional Supervisor – Retail Sales

FLSA: Exempt

Supervises: N/A

JOB DESCRIPTION:

The successful Retail Sales Specialist will be self-motivated and detail oriented. This position will focus on driving top-line sales and ensuring the execution of our strategic initiatives across Home Depot or Lowe's stores in the assigned regions. The ideal candidate will be responsible for enhancing product placement, conducting promotional store events, and maintaining excellent relationships with buyers, top-level operators, and store management. Candidates should email their resume to mmartinez@harmonybrands.com

Essential Duties:

- Sales and Performance Targets
 - Drive top – line sales and meet sales goals by ensuring that strategic initiatives are implemented effectively.
 - Ensure our products are placed in premium positions within the stores.
 - Be present in assigned markets a minimum of 4 days weekly with 1 office day assigned by management per week.
 - Be mindful of travel times to ensure market visits are impactful throughout the week.
 - Conduct in store audits using portal provided to exceed 80 visits per month.
 - Coordinate with analytics team / direct supervisor to ensure 3-week plan aligns with market audit needs.
- Relationship Management
 - Establish and maintain strong relationships with assigned buyers, store managers, and other key personnel
 - Ensure support for our initiatives and products at Lowes or Home Depot
 - Buyer assignments may be adjusted based on company needs.
 - Responsible for merchants or other operational requests.
- Product Placement and Merchandising
 - Ensure that product placement aligns with strategic sales plans.
 - Ensure that our products receive optimum visibility and positioning as per the agreed initiatives.
 - Ensure that all displays are consistent with our target front apron location, brand standards and strategic goals.
 - Responsible for the merchandising and signage of our products.
 - Responsible for maintaining, moving and repairing display fixtures in assigned areas according to company standards and safety guidelines.
- Store Events and Promotions
 - Plan and execute weekend store events as outlined in annual goals or as directed by leadership that promote our products and engage customers, thereby increasing sales opportunities.
 - Coordinate with marketing teams to ensure alignment with overall promotional efforts.
 - Be flexible to retail needs as ads, promotions, events, or market walks arise.
 - Responsible for participating in team market blitz for display placement, promotional events, education and more.
 - Align processes with company standards while participating in blitz events.
 - Promote Pro Sales in accordance with strategic goals or as assigned by leadership.
- Market Analysis
 - Monitor and analyze competitor activities and market trends in the region.
 - Identify opportunities for growth and improvement.
- Training and Development
 - Assist in training store staff on product features and benefits to improve their ability to sell our products effectively.
- Feedback and Reporting
 - Regularly provide feedback and comprehensive reports on store performance, customer feedback, and market trends to the Senior Sales Manager and forecasting team.
 - Suggest adjustments to strategies based on ground-level insights.
 - Conduct monthly audits of all sponsor stores to ensure alignment with our strategic initiatives.
- Communication & Collaboration
 - Maintain weekly communication with internal Farm teams each Monday

- Work closely with cross-functional teams to coordinate updates on inventory levels, customer feedback, marketing initiatives, and farm network operations, supporting a seamless and efficient workflow.
- Ensure alignment on product availability, promotions, and customer requirements.
- Conduct Farm Visits regularly with a minimum of three visits per quarter to farms within assigned regions.
- Other Duties as Assigned: Please note this job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Qualifications:

- Bachelor's degree in business, marketing, or a related field is preferred (relevant experience accepted as equivalent)
- Strong understanding of retail sales processes and dynamics within large retail environments.
- Ability to travel within the region and work flexible hours, including weekends when necessary.
- Proven ability to meet sales targets and execute promotional activities effectively.
- Excellent communication, negotiation, and interpersonal skills.
- Driven, trustworthy, and able to act independently.

Physical Demands of the position:

This position requires sitting down for extended periods, ability to read, hear, speak, concentrate, learn, think, and communicate verbally and in writing. Ability to drive for extended periods. Also, standing, walking, bending, stooping, lifting, and twisting, as required in an office environment. Noise levels may vary, from office equipment to production line and warehouse levels.

Position Type/Expected Hours of Work

This is a full-time salary position with 80% travel. Main schedule will be Monday – Friday during business hours but must be available 7 days a week for client emergencies or alternative hours as needed. One day working remotely from home office. Four days on the road. Expect overnight travel and hotel stays.

AAP/EEO Statement

It has been and shall continue to be the official policy and the commitment of Bethel Farms to further equal employment opportunities for all persons, among others, regardless of race, religion, color, national origin, sex, age, status as a protected veteran or status as a qualified individual with a disability.

Bethel's Culture:

At Harmony Outdoor Brands and Bethel Farms, we cultivate a supportive, collaborative, family-like culture that motivates our team members to give their best and realize their full potential. New ideas and an innovative spirit are welcomed and appreciated. Our relationships are built on trust, mutual respect, open communication, and a shared sense of purpose. We value our team members for their unique strengths and contributions and the integral role they each play in the overall success of our business.

