

Position: Sales Representative (Fishing Tackle)

Region: Mid-Atlantic

Defined as: Coastal States from Georgia to Virginia

Industry: Fishing and Outdoor Recreation

Job Summary

As a Sales Representative for the Mid-Atlantic region, you will be responsible for driving sales by establishing and maintaining relationships with fishing tackle and similar retailers across the region. You will focus on promoting and selling a variety of fishing tackle products, providing product education, and offering tailored solutions to meet client needs. Your goal is to expand market reach, increase product visibility, and ensure customer satisfaction.

Key Responsibilities

Sales & Account Management

- Build and maintain relationships with tackle shops and other outdoor recreation businesses.
- Develop a deep understanding of each client's needs to provide personalized product recommendations.
- Meet or exceed sales targets and expand the distribution network in the region.

Product Promotion

- Introduce new products and demonstrate their benefits to customers.
- Attend trade shows, expos, and other industry events to showcase the brand and products.
- Provide ongoing education to customers about the latest fishing tackle trends and techniques.

Market Expansion

- Identify new business opportunities and target potential customers in underserved areas.
- Expand the brand's presence by leveraging regional knowledge and developing market-specific strategies.

Customer Support & Service

- Address customer inquiries and provide after-sales support.
- Resolve customer complaints and ensure satisfaction with the products.
- Manage order processing and ensure timely delivery of products.

Collaboration

- Work closely with marketing, logistics, and product development teams to ensure alignment on goals and customer needs.
- Assist in the development of regional marketing campaigns to drive product awareness.

Required Skills & Qualifications

Experience

- Previous sales experience in the fishing tackle or outdoor recreation industry is highly preferred.
- Knowledge of the Mid-Atlantic territory is a plus.

Knowledge

- Strong understanding of fishing tackle, techniques, and trends within both recreational and professional fishing communities.

Interpersonal Skills

- Strong negotiation, communication, and relationship-building skills.
- Ability to work independently and manage a flexible schedule.

Travel

- Willingness to travel extensively within your territory to visit clients and attend trade shows.

Performance Indicators

- Sales volume and revenue growth in the assigned territory.
- New accounts acquired and existing client retention rates.
- Customer satisfaction and feedback on products and services.

Compensation

Salary: In line with industry standards, adjusted for experience

Bonus: Tiered with a qualifier to incentivize growth within your region

Benefits

Insurance

- Employer provided healthcare, access to multiple healthcare options, and supplemental insurance.

Retirement

- Employer matches retirement benefits up to 6%.

Expenses & Provided Materials

Materials

- Laptop provided; internet phone application tied to company phone system.

Expenses

- Mileage, airfare, lodging, rental car, and client meals are reimbursable.
- Per Diem: \$90.00 per day.

Non-Disclosure Agreement

As part of your employment with Rec-Com Outdoors Operating US, Inc., you will be exposed to confidential and proprietary information essential to our business operations. You are required to sign a Non-Disclosure Agreement (NDA) prior to or upon your start date.

How to Apply

Interested candidates should submit a **resume and cover letter** outlining their relevant experience to rco-careers@reccomoutdoors.com.

Please include the **position title** in the subject line of your email.