



## Sales Representative - VT & MA

The Sales Representative will engage and help grow our customer base, open new accounts, and grow order volume and frequency for our plant-derived botanical wellness products featuring CBD. They will seek out new retailer locations and distribution opportunities in a variety of categories: independent and chain retailers, yoga and fitness studios, general stores and outdoor stores, and more. They will grow customer accounts by building relationships and utilizing professional selling skills.

Reporting to the Sales Manager, the Sales Rep will participate and contribute to the values-led culture of this forward-thinking business, founded on caring for the earth, people, collaboration, and integrity. The successful candidate will have shown significant success in a similar environment and use their creative and customer skills to grow the business.

Although we are a fairly new company, sales are well established in Vermont. This is a tremendous opportunity to build on the Vermont customer base and grow into Massachusetts.

Luce Farm Wellness's office and production are located in Bethel, Vermont. The Sales Rep will primarily work from the road and their home office, traveling to the Bethel office several times a month and participating in phone and video meetings as needed.

### RESPONSIBILITIES

1. Work with customers through the sales cycle by making sales presentations, providing quotes and information regarding products and services, responding to client questions, providing support, attending all required meetings, closing the sale, and handling record keeping and customer relations during and after the sale
2. Work with sales data to focus on activities and targets likely to deliver the best return for the effort
3. Review the merchandising setup at every retail location, maintain store samples and displays as necessary, advise customers on merchandising improvements and personally set up / install new merchandising where possible
4. Conduct store staff trainings
5. Take photographs and get quotes from retailers and customers for use on social media
6. Be the bridge between customers and Luce's Community Manager and Creative Team for social media opportunities
7. Maintain regular contact with existing retailers at all levels to ensure that sales and service issues are promptly identified and resolved
8. Submit sales plans and reports as required
9. Help monitor competition by gathering current marketplace information on pricing, products, delivery schedules, merchandising techniques, etc.

10. Recommend changes in products, services, and policies based on learnings in the field
11. Frequently communicate — by email, text, and phone — with Sales Manager and other key staff regarding sales and customer service activities and opportunities
12. Perform duties outside your territory as needed (e.g., attend trade shows).
13. Maintain records of all customer contact in CRM (yet to be set up - likely Hubspot)
14. Keep records of activities, including logs, memorandum, plans, or as otherwise directed by management
15. Other duties as assigned

## **QUALIFICATIONS**

### **Education & Experience**

- Minimum of 3 years in outside sales with proven success selling existing, adjacent and new brands in a variety of retail channels and subchannels, including independents and small, high-end chains.
- Experience working in a values-led, entrepreneurial business environment
- Experience managing vendor relationships and negotiating contracts in a B2B environment, with demonstrated success and track record
- Knowledge and/or experience with wellness and lifestyle brands
- Hemp-derived wellness products business experience a plus
- 2 or 4-year college degree a plus

### **Skills & Attributes**

- Demonstrated ability to work in a fast-paced, entrepreneurial, and collaborative environment
- Ability to multi-task, prioritize and manage time effectively
- Excellent organizational skills and persistent follow-up
- Authentic, committed, tenacious, fun-loving, and laser-focused on driving revenue
- Emotional intelligence and great communication skills (interpersonal, verbal and written)
- Positive, professional and enthusiastic “can-do” attitude
- Adept with software and able to use CRM tools, ERP, and others
- Interest in holistic health, herbal alternatives, and environmental sustainability
- Commitment to the Luce Wellness vision

### **Licenses/Certification**

- A valid driver’s license and car suitable for business travel throughout the region are required

## **WORKING CONDITIONS**

The Sales Representative should live within two hours of our offices, located in Bethel, Vermont, and plan to be on-site for meetings several times per month. This on-site expectation, and the expected travel, are suppositions and may change based on business needs. Occasional evening and weekend work will be required.

**Outside the Office:** Must be able to travel within the Northeast weekly, and to trade shows and national accounts at least quarterly. Must be able to drive and sit in a car for 3-5 hours or travel by plane.

**In the Office:** Requires being able to work at a desk (standing up or seated) for long periods of time to use a computer and phone to perform job responsibilities. Also requires helping to unload and store supplies, and setting up and breaking down trade show booths, including lifting boxes weighing up to 20 pounds.

Luce Farm Wellness currently operates out of a lovingly restored building in the town of Bethel, Vermont. The building does not have an elevator, and the director will need to navigate stairs between three floors, and to the production facility a few doors down.

## **COMPENSATION & BENEFITS**

- Salaried position commensurate with skills and experience
- Company-wide bonus plan
- Three weeks per year of paid time off
- Full-coverage health insurance stipend (for employee)

## **HOW TO APPLY**

Send a resume and cover letter to [jobs@lucefarmwellness.com](mailto:jobs@lucefarmwellness.com)

Learn more at [www.lucefarmwellness.com](http://www.lucefarmwellness.com)

Luce Farm Wellness is an Equal Opportunity Employer.