



**ROLE TITLE: Sales Representative (Travel Required)**

GENERAL INFORMATION	
<b>NAME</b>	<b>Sales Representative (Travel Required)</b>
<b>DEPT</b>	<b>Sales</b>
<b>LOCATION</b>	<b>1617 – 32<sup>nd</sup> Street SW, Medicine Hat, AB, T1B 4E5</b>
<b>COMPENSATION</b>	<b>Salary (\$50k - \$70k) + Benefits</b>
<b>START DATE</b>	<b>ASAP</b>
COMPANY OVERVIEW	
<p>Mook Fabrics Ltd has evolved and expanded our headquarters in Medicine Hat from a small family run business into 30,000 square feet of textiles for Retail and Wholesale. We've also grown beyond Alberta to having an expanded location in Manitoba and two locations in Pennsylvania.</p> <p>Mook Fabrics is a leading fabric supplier specializing in high-quality textiles for various industries including fashion, manufacturing, and home decor. We are committed to providing innovative fabric solutions and exceptional customer service.</p>	

PURPOSE OF ROLE	
<p>The ideal candidate will be responsible for maintaining client relationships and achieving sales targets within their designated territories. This role requires excellent communication skills, the desire to learn textiles, the aptitude to work independently, maintain relationships with existing customers, and source new leads. This role also requires extensive traveling, and to support the Assistant Sales Manager with the day-to-day responsibilities of overseeing the Retail Department when working from the head office.</p>	

ORGANISATIONAL RELATIONSHIPS	
<b>POSITION REPORTS TO</b>	<ul style="list-style-type: none"> <li>• General Sales Manager - Tom Saunders</li> <li>• Assistant Sales Manager - Andrew Wallbank</li> </ul>
<b>DIRECT REPORTS</b>	<ul style="list-style-type: none"> <li>• Nil</li> </ul>
<b>KEY PEER RELATIONSHIPS</b>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Warehouse</li> <li>• Order Entry</li> <li>• Samples</li> <li>• Accounting</li> </ul>



# MOOK FABRICS

## CONTRIBUTION OF ROLE

This role contributes to the provision of high-level customer service to existing and potential new clients of the organization and assists with the effective and efficient day-to-day running of the store.

## CAPABILITIES

### QUALIFICATIONS & EXPERIENCE

- High School Diploma
- 5 years' experience in a sales position, preferably in the textile industry
- Demonstrated ability to meet or exceed sales targets

## KEY RESPONSIBILITIES

### ***Business Development:***

- Identify prospective new clients within the designated territory
- Develop and execute a strategic sales plan to achieve sales targets and expand the customer base
- Conduct market research to identify potential opportunities and trends

### ***Client Relationship Management:***

- Build and maintain strong relationships with existing clients
- Provide exceptional customer service by addressing client inquiries, resolving issues, and offering product recommendations
- Conduct regular follow-ups with clients to ensure satisfaction and foster long-term partnerships
- Establishing and maintaining current client relationships
- Generate new business and clients
- Scheduling appointments with new and existing customers including Hutterite Colonies and general fabric stores
- Experience with Hutterite and Mennonite culture an advantage but not essential

### ***Sales Presentations and Negotiations:***

- Prepare and deliver compelling sales presentations to clients
- Demonstrate product features and benefits to potential clients
- Negotiate contracts and pricing agreements to close sales

### ***Product Knowledge:***

- Maintain a comprehensive understanding of the company's fabric products, including features, benefits, and applications
- Stay updated on industry trends, new products, and competitors' offerings

# MOOK FABRICS

## **Reporting and Documentation:**

- Maintain accurate and up-to-date records of sales activities, client interactions, and travel schedule

## **Travel:**

- Travel within the designated territory to meet with clients, attend trade shows, and participate in industry events
- Willing and able to travel throughout Canada and the US
- Travel requirements will be 18 – 20 weeks of the year

## **Retail**

- Assisting Sales Manager with the day-to-day operations of the store
- Liaising with customers and service providers
- Planning and organizing store activities
- Responding to customer concerns and comments
- Assist with the day-to-day supervision of the Retail Fabric Cutters
- Other duties as directed
- Proficiency in using CRM software and Microsoft Office Suite

## **QUALIFICATIONS**

### **Skills:**

- Excellent communication, negotiation, and presentation skills
- Strong organizational and time-management skills
- Ability to work independently and as part of a team
- Proficiency in using CRM software and Microsoft Office Suite

### **Other Requirements:**

- *Valid driver's license and passport are required*
- *Personal vehicle capable of traveling (mileage rate will be provided)*

Mook Fabrics is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

(The company reserves the right to amend, update, change or adapt this Job Description at any time at their own discretion. This is a guide only and you can be asked to undertake other tasks or duties which may fall outside the scope of this job description).