



Job Description: Sales Associate

September 2021 – Kahtoola, Inc

About Kahtoola

Kahtoola is an outdoor equipment design and manufacturing company with a history of product innovation and excellence. Headquartered in the beautiful mountain town of Flagstaff, AZ, all our associates work closely as a team to best address the opportunities and challenges of growing our business.

Founded in 1999, Kahtoola is a market leader in winter traction gear and gaiters and is positioned for strong growth in other outdoor product categories. In addition to making high-quality products, we actively support social and environmental responsibility, foster strong community relationships, and inspire outdoor adventure. As associates, we are a company of quality aficionados who love great gear and getting outside. We work hard to take on business challenges together while enjoying a supportive, fun, and casual work environment.

The ideal candidate will:

- Be passionate about the growth of a premium brand in the outdoor industry
- Be energized by working for a company dedicated to designing and manufacturing best in class outdoor gear
- Be motivated to take environmental and social issues into consideration to operate as a responsible company
- Enjoy collaborating with and playing a key role in an energetic, motivated, and talented team
- Recognize the importance of building and maintaining strong interpersonal relationships

Job Description:

In this year-round and full-time role, you will be responsible to work in tandem with other Sales Associates to skillfully service and grow our US and International accounts and cultivate future growth opportunities. You will be responsible for communicating our brand, company, and product offering to new and existing customers directly as well as through collaboration with other Associates and Sales Reps. This includes strategically positioning Kahtoola for success while building positive relationships, addressing questions and concerns, and collecting orders in a timely fashion.

In order to help achieve overall business success, you will actively contribute to the overall brand, product development, marketing, and sales strategies as well as provide periodic reviews of financial and business performance. This role is an integral part of the Kahtoola team and must be

undertaken with an emphasis on open communication and collaboration with all Associates (Sales, Shipping, Customer Service, Marketing, Administration, and Product Design and Development).

Job Responsibilities:

Sales

- Help develop and implement Kahtoola's global sales strategy by working in tandem with the full Kahtoola Sales team, and internal and external resources
- Assure all Global regions are completely serviced between yourself and the other US and EU based Sales Associates
- Collaborate with other Sales Associates to skillfully recruit, train, and effectively manage Kahtoola's US and Canadian Sales Reps in order to increase Kahtoola's overall sales success and growth
- Attentively service and strategically grow sales including both "House" and "Rep" accounts as well as distributors
- Collaborate with fellow Sales Associates to maintain Kahtoola's established standards of excellent service and support for all customers
- Collaborate with other Sales, Marketing, and Logistics Associates to ensure consistent and effective overall global operations
- Introduce customers to our brand, company, and product offering directly and by collaborating with Sales Reps and other Sales Associates, and following through to address questions, concerns, and/or collect orders
- Synchronize company sales efforts in the US and globally, and collaborate with other Kahtoola Associates to synchronize US and global marketing and logistics strategies, with the goal of efficient, effective, and environmentally sustainable practices across the company
- Provide regular sales and commissions reports and track progress compared to forecasts

General

- Engage in company decision-making through close collaboration with fellow Associates
- Work in partnership with the Marketing team to develop, refine, and implement fully integrated domestic and global sales and marketing plans
- Collaborate with Design and Marketing teams to work holistically and progressively on strategy, execution, and demand creation opportunities
- Communicate cross-functionally to maintain transparency, a cohesive team atmosphere, and to drive execution
- Provide fellow team members insights from customers and industry contacts to guide and support timely, well-informed business decisions and forecast updates

- Participate in product development and testing activities
- Participate in company events (trade shows, sponsored events, fundraisers, etc)
- Travel up to 25% of the time

Job Requirements:

- Minimum 5 years (10 years preferred) experience and demonstrated success in growing sales while building brand equity in the Outdoor Industry
- Advanced business degree or equivalent experience
- Ability to travel up to 25% of the time, both domestically and internationally
- Demonstrated ability to motivate and lead
- Experience with advanced accounting systems and financial reporting

Kahtoola is committed to a drug-free workplace. All employment is contingent upon successful completion of drug and background screening. Kahtoola requires all applicants to be eligible to work in the US.