**Sales Associate**

**Position Summary**

The overall objective and purpose of the Sales Associate is to function as the strategic sales business leader by executing the sales effort of Illinois Kindness III (IK3/Fully Baked), including developing new accounts, maintaining existing accounts, while maintaining client satisfaction. They are to provide customer facing support while executing the mission, core values, standards, and goals established by the company.

**Responsibilities**

Sales Plan

The Sales Associate is responsible for the sales initiatives for the company:

* Meet with retail chain and store contacts to educate and sell product lines
* Meet sales plan monthly
* Sell product assortment
* Monitor and maintain account sales information by SKU and KPIs
* Facilitate store inventory modifications as necessary
* Meet regularly with retail partners:
* Sales packets including benefits of IK3 partnership
* Point of sale collateral
* Instore marketing promotions
* Instore product displays
* Budtender incentive plan by quarter
* Marketing content for social media, menus and displays
* Review marketing calendar for promotion of events communicating in territory
* Identify target audience of product lines
* Conduct due diligence of needs and wants for market and new opportunities
* Communicate needs for website modifications to Marketing Manager
* Co-branded marketing working within budget for retail partners

Event Development/Coordination:

* Staff events with relevant ROI potential
* Review event calendar
* Responsible for staffing of events, setup & breakdown coordination instructions
* Maintain supply of all collateral materials, swag and sample giveaways
* Collaborate with the Director of Sales and Facility Manager on sample needs
* Collaborate with the Marketing Manager on swag assortment planning and budgets
* Staff booth at exhibits

Leadership:

* Practice and maintain Service Standards while promoting Illinois Kindness III standards and our Brand Core Values
* Complete training programs such as Seed Talent and Leaf Trade
* Adhere to sales related policies and procedures
* Responsible for meeting sales metrics
* Responsible for maximizing profit potential for the organization by selling all aspects of each product line to increase optimum yield in each
* Participate in contract negotiations
* Maintain positive rapport with contacts
* Maintain good working relationships with all leadership to provide a good working attitude and promote a team effort.
* Participate in industry events, community involvement and philanthropic initiatives
* Ensure all marketing materials meet brand standards
* Maintain liaison with other managers and key staff to facilitate services agreed upon by prospective clients and the sales office
* Solicit key accounts to positively impact the volume of business

Qualifications

* Proven team leader with a high level of energy and motivation with a proven track record of living the company's values
* Minimum 3 years sales experience or the equivalent amount of industry experience; OR equivalent level of education and work experience
* Must possess highly developed verbal & written communication skills to frequently negotiate, convince, sell and influence other managerial personnel
* Must have thorough experience with professional selling skills: opening, probing, supporting, and closing
* Shows strong analytical skills and strategic vision in establishing appropriate sales deployment
* Must be proficient in general computer knowledge especially Microsoft Office products
* Must be able to work independently and simultaneously manage multiple tasks
* Strong organization and presentation skills
* Demonstrated ability to effectively interact and manage people of diverse socioeconomic cultural disability and ethnic backgrounds while solving complex problems and creating a productive sales team
* Requires advanced knowledge of the principles and practices within the sales/marketing/cannabis profession
* Must work well in stressful high-pressure situations; maintain composure and objectivity under pressure
* Must be able to work with and understand financial information and data and basic arithmetic functions