



## **Vacancies: Saucony Technical Representatives**

Saucony is the fastest growing running brand in France. To support his growth in the technical running and sport specialist market, we are expanding our team and recruiting a Technical Representative.

### **Responsibilities:**

Providing support to the technical sales team in France, but with particular responsibility for the relevant area: North of France based in Paris.

### **In-store:**

Operating and managing the Saucony Staff training programme, with the express aim of updating and improving in-store knowledge of Saucony products.

Install, update and maintain in-store POS. Provide feedback and requirements of POS. Ensure Saucony footwear and apparel is well merchandised and presented so as to maximise sales.

Identify any opportunities for new styles to be introduced.

Motivate staff to ensure effective sell through, including the use of in-store promotional activities.

### **Reporting:**

Provide weekly report to Sales Manager France & Marketing Executive France

Provide weekly travel plan to Sales Manager France & Marketing Executive France

Submit post-appointment reports to relevant sales staff.

### **Events:**

Operate sales and promotional stands at events and both public and trade exhibitions.

Connect with runners in their native environment and show that we support their efforts at every stage of their game.

Key responsibility of maintaining Brand awareness and merchandising at such events.

Ensuring the correct event equipment is available for each promotion.

Saucony Saturdays: set up shop at an account for the day end encourage Saucony Sales by f.i. a gift with purchase or an exclusive offer.

### **Sales:**

Whilst the Technical Representative role is not directly sales based, it will be important to provide key support to the relevant sales staff. Therefore an awareness and appreciation of this side of the business is vital. It will be the successful candidate's responsibility to maintain and develop relationships with the existing Saucony account base on the designated geographical area. Full support from the sales team and management will be provided.



Provide information to Sales rep regarding inventory levels in store, and in cooperation with Sales rep suggest other products to maximize sales for the brand.

Requirements – skills, behaviours, training

- Empathy with target consumers – Runners, sports participants, fitness enthusiasts.
- High energy levels and able to work flexibly, includes significant weekend work. (Time off in lieu of weekend work given).
- Strong “People Skills” with the ability to develop and maintain relationships with key retailers and their staff.
- Working knowledge of running products both Saucony styles and of our competitors
- Highly competent when dealing with IT, including Microsoft Office.
- Excellent communication skills.
- Innovative with resources available.
- Planning and organisational skills.
- Smart appearance.