



Regional Merchandise Brand Representative

Overview:

Reporting to Director of Sales-East, the Regional Merchandise Brand Representative (MBR) to assist in the Long Island and Metro NY areas to call on specific P.C. Richard & Son retail stores, driving brand awareness to support the overall regional budget goals. Working with the Key Account Manager (KAM) to build brand awareness and provide in person sales support.

Duties and Responsibilities:

- Develop and maintain a Thursday, Friday, Saturday store visit calendar with a focus on the top stores throughout Long Island, Queens, Brooklyn, and Manhattan; 6-week store rotation expected.
- Train the sales team in each location, educate on all product categories and 'how to quality' the customer to the Beko brand.
- Maximize customer interest and sales levels by ensuring that display products are up to date
- Provide store level reporting to the KAM
- Build constructive customer relationships and teamwork with appliance managers and sales associates
- Proactively assist and resolve all Beko customer service issues at the store level.
- Remain up to date with industry's best practices

Attributes:

- Eagerness to learn sales in the Appliance industry
- Proven working experience in sales/merchandising is a plus
- Commercial acumen and the ability to "decode" customers
- Excellent verbal and written communications skills
- Strong listening, presentation, and decision-making skills

Qualifications:

- BS degree, or pursuing a degree, in Marketing or related field is a preferred
- Ability to work on Saturdays/Flexible work schedule
- Car and Driver's License with appropriate liability insurance is a must
- Qualified applicants must be a U.S. Citizen or Legal Permanent Resident card holder. Sponsorship is not available for this role.