

**Company:** North Point Brands, LLC, DBA Cheeky Fishing & Wingo Outdoors  
**Position:** Custom Sales Associate Manager (CSAM)  
**Job Location:** Company is headquartered in North Adams, Massachusetts. Remote work is possible for the right candidate.

**Company Profile:**

Founded in 2009, Cheeky Fishing develops, manufactures, markets and sells high performance fishing reels and equipment. The company is a category innovator and dedicated to pushing the limits of product design to create fly fishing equipment that specifically aligns with the demands of a growing demographic of progressive anglers. To that end, the company launched a second brand in 2014, Wingo Outdoors, a manufacturer of accessories and pet products geared towards outdoor and fishing enthusiasts. Cheeky Fishing and Wingo Outdoors are co-located in North Adams, MA and run side-by-side under the parent entity North Point Brands. The CSAM is focused primarily on the Wingo Outdoors brand, but may also contribute to custom Cheeky merchandise opportunities.

Cheeky and Wingo currently distribute product on six continents through a robust dealer network of specialty fishing, outdoor and “big box” retailers, as well as an online direct-to-consumer platform. Additionally, Wingo aims to be a leader in custom-designed products for a wide variety of organizations: retailers, manufacturers, events, and non-profits. Our company culture values a professional and responsible “work hard, play hard” mentality and a relentless passion for business growth. If you can’t maintain a great attitude while contributing to the company’s growth in any way you can, this position is not for you.

For more information on Wingo Outdoors and Cheeky Fishing, please visit our websites at <https://wingooutdoors.com/> and <http://cheekyfishing.com/>.

**Job Description:**

North Point Brands is seeking a full-time CSAM who will have an integral role in selling and supporting the company’s custom merchandise sales program. This will primarily focus on the Wingo custom merchandise program. The position will engage in the full spectrum of the sales process – from lead generation and new account acquisition to service and support of existing business. The position is demanding and ideal for an individual who thrives in a fast-paced, entrepreneurial work environment and understands the importance of sales and account management/service in a small, fast-growing business.

A strong applicant will have exceptional people skills, excel in sales and relationship/account management, and have strong analytical and problem-solving skills. It is critical that the individual is highly motivated, dedicated to their work, and detail oriented. The CSAM will work closely with the company’s Sales Director.

On average, this position requires 40-50 hours per week, but the right candidate will be willing to put the time in necessary to get the job done, including working some nights and weekends. Some travel will also be required, particularly relating to sales calls, events, and trade shows.

## Job Responsibilities:

### **Inside Sales – Custom Merchandise Program (~50%):**

- Develop *new* business by identifying new account opportunities and generating sales leads **within existing channels** of business (fishing, outdoor, pet).
- Develop *new* business by identifying new account opportunities and generating sales leads **in new channels** of business. Analyse new market opportunities, which channels to pursue, and formulate go-to-market plans.
- Build customer relationships via regular communication with accounts to identify growth opportunities.
- Conduct sales presentations (in-person & virtual), selling Wingo's custom merchandise program (and occasionally Cheeky). Diligently follow up to close the business.
- Collaborate with the product team to fully understand custom artwork requirements and communicate them to potential customers.
- Execute proactive outbound phone call campaigns and sales mailings (print & email) to **prospective customers**.
- Represent the company at industry events and trade shows with the goal of attracting new custom business.
- Work with Sales Director to execute sales strategies and tactics to support revenue growth.

### **Custom Account Support (~50%):**

- Provide first-class customer service and support to the company's custom merchandise accounts, including communication of new products, product updates, and custom program updates. **The CSAM is the main point of contact for all existing custom accounts.**
- Enter and confirm sales orders in a timely manner communicating order status and estimated delivery times to the customer. Seek opportunities to up-sell and increase order value.
- Manage custom merchandise order flow, deposit payments, and balance payments to ensure monthly and quarterly sales goals are met or exceeded.
- While rare, process and professionally manage custom account mis-prints, returns, and reprints.
- Manage the company's online marketplaces for custom merchandise (Ex. Alibaba, Amazon, etc.) Includes timely communication, request for quotes (RFQs), and sales terms negotiation.
- Generate regular sales reports reflecting sales and open orders by account, territory, and product.
- Execute proactive outbound phone call campaigns and sales mailings (print & email) to **existing custom accounts**.

## Qualifications & Experience:

The CSAM position requires a minimum of **2-4 years of similar work experience** in a related field. Sales experience in the fishing or outdoor industry a plus, but not required. While the position is demanding, we do not expect candidates to have prior experience in *every* area listed above. The position is an opportunity to develop and learn new skills with the mentorship of seasoned business leaders.

If you are applying for this position, you are:

- Highly organized and detail oriented (critical)
- An experienced lead generator with excellent follow through
- Customer-focused
- Someone with outstanding presentation and communication skills
- A convincing seller
- Persistent with follow through / have a strong completion principle
- Experienced with spreadsheets/Microsoft Excel and PowerPoint
- Highly self-motivated with a track record of rolling up your sleeves to “get stuff done”
- A people person
- Experienced with Fishbowl (helpful, but not required)

### **Compensation:**

This is a salaried position commensurate with experience and includes bonus opportunity and competitive benefits.

### **Application Instructions:**

Please submit **both a resume and cover letter** to [npb@northpointbrands.com](mailto:npb@northpointbrands.com) as soon as possible. The company will review all applications promptly and interviews will take place on a rolling basis.