

Ontario Wholesale Sales Representative / Merchandiser – West Coast Seeds and Pinebush Home & Garden

Position Summary

The newly created position will be responsible for Sales/Customer Service and Merchandising wholesale customers for West Coast Seeds and Pinebush Home & Garden in their assigned geographic territory in and around the GTA. This person will play a significant role in helping to develop market share and assisting in implementing our sales and customer service initiatives in central Canada. With the ability to work independently on the road, the ideal candidate is a highly motivated individual with a background in sales and customer service. Familiarity with gardening, packaged seed or agriculture related fields will be an advantage.

Our Companies

West Coast Seeds

West Coast Seeds believes, first and foremost, in the principles of organic growing and sustainable agriculture. Namely, we feel that food and all plants can be grown without the use of synthetic chemicals and that the seeds we supply are an important component within the broader approach to organic growing. We support growers as custodians of the land they grow on — however large or small — and through adopting organic growing techniques such as composting, companion planting, cover cropping and planting pollinator friendly plants, we help repair the world by nourishing the soil, and ourselves.

Founded in 1983, West Coast Seeds' purpose was to source and supply seeds of a higher quality than had been available to home gardeners and growers. Following the traditions of organic farming and gardening, the focus was on offering untreated seeds suitable for organic growing. Today we offer over 1,000 varieties of untreated, non-GMO, open pollinated and hybrid vegetable, herb, fruit and flower seeds, as well as a wide range of gardening supplies.

Pinebush Home & Garden

With its roots in the farm supply industry, Pinebush has evolved to become a national distributor of quality bird feeders, garden tools, and decor that have proven successful in backyards across the country. Pinebush products are available in hardware stores, farm supply centres, lawn and garden centres, gift stores, garden shops, nature stores and traditional general stores. Home gardening and backyard birding is attractive to both traditional homeowners (rural and urban) as well as a new generation of nature lovers. Both activities contribute to a sense of community and joyfulness and continue to attract new enthusiasts. Our focus of "Feeding the Birds with New Ideas" and

“Gardening from the Ground Up” motivates us to work hard to design and offer fresh, creative, colourful, and purposeful products that fill a gap in the standardized marketplace of backyard birding and gardening.

Wholesale / Merchandiser Rep Job Duties:

Build and maintain a positive professional level of customer relations with all levels of the Retail Partner staff

Service existing retail accounts, and ensure displays are properly and prominently installed, cleaned and well stocked to maximize sales. Ensure marketing materials for retail partners are made available and used by the retail partners.

Complete regular inventory counts and provide office with regular re-stock orders according to seasonal needs and coordinate custom orders they require with the customer service and shipping departments of West Coast Seeds and Pinebush.

Work with our customer service staff to ensure all retail partner customer service needs are met, resolve customer problems, and ensure that staff have adequate product knowledge about West Coast Seeds and Pinebush product to effectively communicate the benefits of our products to their customers.

Provide retail partner staff training as necessary and participate in customer store events and seminars for their customers.

Attend company and customer trade shows as necessary.

Keep up to date on West Coast Seeds and Pinebush product knowledge as well as sales policies and procedures.

Keep management informed of issues, inquiries, market trends and information on competition (pricing, displays, products, etc) acquired on the job.

Recommend suggestions for improvement based on customer feedback and competition.

Deliver or pick up orders as necessary and well as allocate limited stock among customers if necessary.

Contribute to team effort to promote the West Coast Seeds and Pinebush brands.

Communicate with all levels of staff to stay informed of company sales, product and marketing initiatives, participate in product training, and stay informed of company policies.

Skills/Qualifications:

Set standards of excellence and utmost integrity in all relationships with customers and colleagues.

Excellent organizational, communication, and interpersonal skills.

Ability to work independently and a high level of self-motivation.

A background in wholesale sales and customer service / merchandising.

Able to represent West Coast Seeds and Pinebush in a positive, engaging and professional way to build strong customer relationships

A genuine interest in the fields are gardening, farming, birds and nature and an ability to acquire knowledge in these fields.

Willingness to participate in community and charitable events related to our brands.

Must have a good driving record and be able to be on the road, carry and deliver displays and boxes (possibly up to 50 lb).

Proficiency in Microsoft office and willingness to learn company ERP systems to support the sales role.

Must be based in Ontario.

Qualified interested candidates may email your resume and cover letter to careers@westcoastseeds.com. We thank all those who apply, however, only those who qualify for an interview will be contacted.