



CRAFT SPORTSTECH REP Northeast Territory

As a Craft Sports Tech Rep for the Northeast Territory, you will be responsible for representing Craft, a leading sports apparel and footwear company, and providing exceptional technical support and expertise to our wholesale partners. You will play a crucial role in driving sales growth and building strong relationships with retailers, athletes, and teams in the region. This position requires a deep understanding of running footwear and apparel technology, excellent communication skills, and a passion for the Craft brand.

Key Responsibilities:

- 1. Sales and Relationship Management:** Build and maintain strong relationships with retailers, athletes, and teams in the Northeast Territory. Collaborate with sales teams to meet and exceed sales targets by effectively promoting Craft products and providing technical expertise.
- 2. Technical Product Knowledge:** Develop an in-depth understanding of Craft footwear and apparel, including their features, technologies, and benefits. Stay updated on industry trends and competitors' products to provide accurate information and recommendations to customers.
- 3. Product Demonstrations and Training:** Conduct product demonstrations and training sessions for retailers, athletes, and teams to showcase the technical aspects and performance benefits of Craft products. Train store staff on product features, proper fit, and customer engagement techniques.
- 4. Event Support:** Assist in organizing and executing events, trade shows, and competitions in the Northeast Territory. Represent Craft professionally and effectively communicate the brand's value proposition to event attendees.
- 5. Market Analysis and Feedback:** Gather market intelligence, including competitor activities, customer feedback, and industry trends. Provide regular reports to management, highlighting opportunities, challenges, and suggestions for product improvements.

Qualifications:

- Bachelor's degree in a relevant field (Sports Science, Marketing, Business, or similar) is preferred.
- Proven experience in sales, customer service, or technical support, preferably in the sports industry.
- Deep knowledge and passion for running, footwear and apparel technology, focusing on performance and functionality.
- Excellent communication and presentation skills, with the ability to engage and inspire customers.
- Self-motivated and results-driven, with the ability to work independently and as part of a team.
- Flexibility to travel within the Northeast Territory, attending events and visiting customers regularly.
- Willing and able to work weekends and evenings at events and expos (includes Saturdays and Sundays).
- Must have a valid driver's license in good standing.
- Up to 70% of the job is on-the-road travel.
- Must be able to lift 50+ pounds

Send resume to;

Amy Johnson Director of Sales
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