

## **Territory Sales Rep - Specialty West**

### **ABOUT DECKED**

DECKED is a dynamic company that has revolutionized the world of pickup truck accessories by designing, engineering, and manufacturing high-quality products right here in the 'ole USA. DECKED's products are used by everybody from your local weekend warrior to large fleets like BNSF Railroad and AT&T. DECKED has over 10,000 5-star reviews...and a couple dozen 1-star reviews to help keep them getting better.

In 2011, the DECKED founding team recognized the lack of affordable and practical options on the market for people who required additional storage in their trucks for work or play. Driven by a relentless desire to tame the chaos of a disorganized truck bed, the DECKED team spent 2.5 years on design and engineering before launching publicly in 2014 to national acclaim and mediocre sales. With an unwavering commitment to quality and love for its customers, DECKED is now one of the fastest-growing consumer products companies in the world.

DECKED's dedicated team invests extensively in R&D, engineering, manufacturing, and customer service, all with the aim of making customers' lives easier. DECKED strives for excellence in everything they do, prioritizing the use of recycled materials in their supply chain, automation and quality in their manufacturing, and modern tech and tactics in their go-to-market engine. With their commitment to quality, innovation, customer satisfaction, and American manufacturing, DECKED has become a trusted name in the pickup truck accessories industry and a nationally recognized outdoor brand.

DECKED has historically sold to automotive retail due to the large size of the existing products, and the large number of SKUs required to manage vehicle-specific fitment. In Q4 2023, DECKED released a product line that allows customers to store & transport their gear & tools in hard-sided cases. The cases will stack neatly together and integrate perfectly with DECKED's Drawer Systems, Toolboxes, and CargoGlides. These cases feature excellent industrial design and will be engineered to be rugged, waterproof, and highly functional. They are designed to be purchased on their own or with other DECKED products. This line of cases is designed and engineered with a premium, active outdoor customer in mind. The DECKED brand is being refreshed to align better with the active outdoor consumer. A robust 3-year product pipeline will continue to grow DECKED relevancy in specialty retail. DECKED is looking to scale rapidly and profitably and seeks a Regional Specialty Sales Manager to establish and grow the business.

### **POSITION OVERVIEW**

DECKED is taking organization to the next level and making it cool! From the garage to the truck/van to the jobsite or campsite... we are determined to bring a no BS, rugged and intuitive organizational solution to the masses!

DECKED is looking for a dedicated road warrior that understands the importance and nuances of an omni channel strategy. The ideal candidate will be able to demonstrate strong communication and relationship-building skills with the ability to connect with both retail partners and inside stakeholders. Attention to detail and follow-through is a must. A keen eye for attention grabbing merchandising is mandatory, we are making organization cool therefore our presentation at retails needs to be dialed. This person will be on the road and in retail as the face of DECKED.

This position reports to the Director of Specialty Retail.

### **Specific Job Duties:**

- Collaborate with sales leadership to develop and implement sales and marketing strategies to grow DECKED retail presence amongst new verticals, that drive sell through and create mutual profitability for retailers within the region.
- Forecast and deliver annual and quarterly revenue goals for DECKED and their retailers.
- Engage in meaningful partnerships with top accounts and conduct regular business reviews with account leadership.
- Create more DECKED Preferred locations and find new distribution that is incremental and not eroding current retail.
- Be able to manage your own time, taking ownership of your region.
- Ensure you deliver best-in-class service, obsesses over retailer training, consistently executes merchandising priorities and shows up to important retail promotional events.
- Work closely with the Director of Specialty Retail to ensure consistency on the retail floor and proof in performance of DECKED supported marketing efforts with your retailers.
- Collaborate with other Sales Team members to build and drive programs that perform at retail, share best practices and participate in weekly sales calls.
- Prepare, manage and execute territory budgets for travel, CoOp, fixture, and other operating expenses.
- Communicate through CRM and direct feedback to key leaders about what is happening in your region with sell through, competition, and other market factors. Ensure high efficiency and 100% adoption of CRM.
- Build a culture of excellence and strong reputation with retailers by being transparent, showing up at retail.
- Attend Sales meeting, trade shows and important regional events as deemed necessary by the Director of Specialty Retail.
- Travel throughout territory to visit retailers and affect change on the retail floor. Did we mention being retail constantly?
- Have fun and bring the energy to EVERY interaction with DECKED retailers. We are selling the most bad ass organizational system in the world that allows our customers to be ready and prepared to do the most bad ass activities in the world... we are not selling cell phone holsters.

### **Successful Candidate Traits**

- Bachelor's degree
- 3+ years of in territory sales rep experience. Experience working directly with large national/regional retailers is a plus.
- Excellent communication and presentation skills.
- Good driving record and current license.
- Experience with MS office products, Google stuff, ZOOM, Slack and Salesforce.