



Outbound Sales Representative

Location: Canada

www.henkaa.com

About Henkaa

Henkaa is the leading body-positive, inclusive fashion brand for special occasion dresses. We uplift women with clothing that looks and feels great with size-flexible dresses fitting up to street-size 24. Our convertible dresses can be transformed to celebrate all of life's special moments and to suit many different personal styles. Henkaa is based in Toronto, Canada, where all of our dresses are handmade with love.

Lenaa - a premium knit blend

Henkaa's convertible dresses are made of our premium knit blend Lenaa™ fabric. It's gentle lustre and soft drape are always elegant and flattering. The fabric is wrinkle resistant and machine washable the perfect fabric for a beautiful and low maintenance piece that can be styled - and re-styled - to suit any occasion.

Role

We are looking for experienced and exceptional Outbound Sales Representative to join our sales team. Reporting to the Managing Director based in Toronto, you will be responsible for opening new wholesale accounts and for being the point of contact for ensuring product training, customer satisfaction and revenue growth as we continue to build the brand in Canada.

Sales Representation includes being an ambassador for the brand, and will need to showcase excellent communication, relationship building, and negotiation skills. You will also need to proactively act to address client needs and facilitate the sale process from beginning to end. Everything you are already good at!

Responsibilities

- Ensuring wholesale targets are set for the territory, decided together with Managing Director
- Opening new accounts within the Henkaa territory. This includes Independent Boutiques who serve customers in the category of bridal, special occasion dresses, bridesmaids and prom dresses
- Open wholesale accounts if you have existing/previous relationships
- Following up with customers every few weeks to secure first purchase orders

- Prospecting new accounts that maintain the integrity and heritage of the Henkaa brand
- Coordinating sample boxes for select prospective Retailers
- Travelling to respective cities to capture new business
- Setting and meeting sales targets together with the Managing Director
- Tracking and using seeding budget (free goods)
- Ensuring all sales tools and assets are provided to each customer in order to familiarize, maintain and ideally grow the business over the next 2-3 years
- Creative and tailored approach to selling and up-selling
- Suggesting innovative ideas to increase sales and improve customer experiences

What we offer

- Commission based position
- Product training
- A seeding budget (free goods to help secure new accounts)
- Sales Assets/ Tool Kit
- Good mark up for Retailers
- Competitive Retail Pricing to gain market share

Requirements

- Post-secondary education degree or diploma (or equivalent experience)
- 2-4 years as a Sales Agent and/or Sales Representative with proven success
- English/French verbal and written
- Entrepreneurial spirit is a must
- A passion for sales and for closing deals
- A natural people person with outstanding communication and relationship building skills
- Self-starter with time management skills
- Hands-on experience with customer service
- Ability to creatively problem solve, and think outside the box
- Highly organized with attention to detail
- Strong knowledge of MS Office, and very comfortable in Excel
- Valid driver's license and access to vehicle
- Apparel industry experience preferred
- Position is based in Ontario

*Please call or email hr@henkaa.com if you are interested in this position. All applications require a resume and cover letter. We thank all applicants for their interest, however only those candidates selected for interviews will be contacted.

Sonia Dong
 Managing Director, Henkaa
 P: 1-888-943-6522 x105
 E: hr@henkaa.com