



Our mission at Santa Cruz Bicycles is to make the best bicycles in the world, and to have fun doing it. For 25 years, we've been doing just that, and finding unique and innovative solutions for everything from suspension design to manufacturing processes along the way.

We offer a home for people who aren't afraid to challenge the status quo, to think differently, and to find the best solutions to the thorniest problems. We're much more than 'a company to work for; we're a well-respected brand, we're manufacturers of exceptional products, and we're a family.

We are originally from Santa Cruz, California in the United States, but we are rapidly expanding our operations in Europa! This is a unique opportunity to join our Santa Cruz family and support us in conquering Europe!

For our new offices in Mainz, we are currently looking to recruit an:

### **Outside Sales Representative**

As the Outside Sales Rep, you will work to create strong relations with retailers in your territory and drive sales growth within a given region and strive to reach company annual targets. You will represent multiple brands within Pon Bike including Santa Cruz, Cervélo, Juliana and Reserve. This role requires a large amount of travel to visit select dealers within the region and to create relationships with key contacts in the industry.

We are looking for someone who has experience in wholesale sales in the outdoor industry who has a passion for bikes and helping people. You will need to be an expert communicator as you will be working remotely and working as part of a larger team that is highly collaborative.

**Overall Duties and Responsibilities** include the following:

1. Manage sales growth for multiple dealer accounts within your territory
2. Act as the point of contact for dealers within your territory via email and phone
3. Distribute brand information in your territory, educate dealers of changes and new products
4. Visit dealers in your territory to create a partnership and get to know their bike shop
5. Work with the Demo Coordinator to determine best use of demo team in region
6. Manage demo bikes sold in your region
7. Update dealer information for multiple brand websites in your territory
8. Assist with Dealer Events and Showroom activities as required
9. Collaborate closely with Inside Sales, Brand Reps and Marketing Operations

**Competencies & Requirements:**

1. 3-5 years in an outside sales representative role in the outdoor industry
2. Ability to communicate professionally, clearly and concisely with dealers and end-consumers
3. Highly skilled in ERP software, Microsoft Office, Google Suite, B2B and CRM software
4. Extensive knowledge of bicycles and all associated parts
5. Wholesale sales experience
6. Ability to self-manage time and schedule
7. Highly organized and able to track updates with retailers and communicate them to the EMEA Sales Director
8. Ability to develop professional relationships with retailers
9. Must have a current Driver's License



10. Ability to travel 80% of the time
11. Ability to give presentations and demonstrations of multiple brand products
12. Ability to work professionally and collaborate with co-workers
13. Ability to problem solve and move quickly to solve any issues that may come up
14. Ability to read, comprehend and explain documents in English. Effectively communicate, verbally and in writing, in English.

#### **So what's on offer?**

Of course we are offering an excellent salary and benefits matching your experience. It is also a unique and fantastic opportunity to be part of our European operations and be involved in building and shaping our future offices. Furthermore, Santa Cruz Bicycles is part of Pon Bike, one of the top 5 players in the global bicycle industry with a premium brand portfolio.

But what we really want is what you have to offer us. We want to attract job seekers that are looking for a brand that they can be an integral part of, and not just "a company to work for". It's the individual personalities, and the raw enthusiasm for the brand that makes this place special, and that comes directly from the employees of Santa Cruz Bicycles.

Sounds pretty amazing right?!

Do not wait any longer and apply online with your cover letter and resume in English at <https://santacruz bicycles.applytojob.com/>