



Outside Sales Representative - West

Proven Winners, Inc.

Department	Sales
Reports To	Director of Sales
Classification	Full Time, Year-Round, Exempt
Location	Remote; Reporting to Carleton, Michigan
Schedule / Travel	Monday - Friday, standard business hours, occasional evenings, weekends, and overnight travel for trade shows, customer visits, peak-season activity, and other sales events. Travel is at least 40%.

JOB SUMMARY

Create and execute a sales plan with clearly defined goals, responsibilities, and sales priorities for liner products and programs within an assigned territory. Establish and maintain successful relationships with existing and prospective customers, identify and secure new business, increase purchases from existing accounts, and work effectively with broker and distributor representatives while promoting Proven Winners products and marketing objectives. Provide a high level of service through accurate communication and coordination across the order management and fulfillment process and maintain disciplined use of Salesforce and other sales systems as a critical part of account management, sales analytics, forecasting, and follow-through.

ESSENTIAL FUNCTIONS

1. Create and execute a territory sales plan designed to retain existing customers, generate new customers, increase purchases from existing accounts, and expand Proven Winners market presence for liner products and programs.
2. Travel at least 40% of the time for on-road sales activity, including customer visits, broker or distributor visits, trade shows, presentations, and other sales events.
3. Utilize Salesforce and other approved customer relationship management tools to manage accounts, document activity, track opportunities, maintain pipeline visibility, prepare forecasts, and support sales analytics and performance reporting.
4. Work closely with broker and distributor representatives to target accounts, increase existing customer purchases, secure customer commitments and expand reach within the assigned territory.
5. Develop new business through cold calls, prospecting, referral follow-up, trade show follow-up, and ongoing outreach to target accounts and secure customer commitments and orders.
6. Collaborate with internal teams to support optimum product sales, order accuracy, delivery execution, and strong customer satisfaction.
7. Develop and deliver customer-specific presentations, seminars, and educational programs that support liner sales and customer understanding.
8. Introduce, define, expand, and consistently maintain the Proven Winners brand in the marketplace through customer education, presentations, and Certified Garden Center training.

9. Participate in weekly and monthly sales meetings and other team meetings to share customer feedback, industry trends, competitive developments, and recommendations for action.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Strong outside sales, territory management, relationship management, and business development skills with the ability to increase penetration in existing accounts and win new business.
- Excellent verbal, written, and presentation skills, with a customer-service mindset and the ability to communicate effectively with customers, brokers, and internal teams.
- Demonstrated ability to use Salesforce consistently and effectively for account management, opportunity tracking, sales analytics, reporting, forecasting, and follow-through.
- Effective negotiation, problem-solving, and issue-resolution skills, including the ability to research concerns, determine appropriate action, and communicate clearly through resolution.
- Ability to work collaboratively and professionally with customers, broker or distributor representatives, marketing, operations, and other internal departments.
- Strong organizational skills, follow-up discipline, and the ability to manage multiple priorities in a fast-paced, seasonal business environment.
- Ability to work independently, establish priorities, adjust schedules as needed, and maintain accountability for results with limited supervision.
- Working knowledge of horticulture products, liner programs, merchandising, and customer education practices is preferred.

CORE VALUES:

- **Collaborating as One Team, One Proven Winners:** Our future success is rooted in how well we work together—as one team, who is accountable to each other. Open, transparent, and direct communication remain central to our culture. We value the diverse strengths and perspectives each person brings and are committed to fostering a collaborative, inclusive, and respectful environment where everyone feels safe to challenge and learn from each other.
- **Embracing Continuous Improvement:** Proven Winners was built on the belief that we could always offer something better. This mindset continues to guide us—whether improving our products, our capabilities, or how we work together. Embracing change strengthens our future and helps us continue leading the industry.
- **Pursuing Excellence:** From superior plant genetics to building the most trusted brand in horticulture, excellence has always defined Proven Winners. We hold ourselves to high standards across product development, customer service, operations, and internal processes. By striving for excellence in everything we do, we continue to deliver exceptional value to our customers, partners, and one another.
- **Doing the Right Thing:** Our brand is all about trust. We make ethical, transparent, and well-intentioned decisions, even when the outcome is difficult. We honor our commitments and rely on one another to act with integrity. Together, we uphold this value by caring for one another and the communities that we serve.
- **Prioritizing Safety:** We prioritize the safety of our employees above all else. Our approach is proactive and prevention-focused, ensuring we maintain safe facilities, provide proper training, and empower every employee to prioritize safety in their daily work

EDUCATION AND EXPERIENCE REQUIREMENTS

- Associate degree or equivalent in marketing, sales, horticulture, or a related field preferred.
- Three to five years of sales experience with a verifiable track record; outside sales experience preferred.
- Strong proficiency with Microsoft Office, including Word, Excel, and Outlook.
- Previous horticultural background preferred.
- Experience with Salesforce or related tools preferred.

PHYSICAL ASPECTS

- Time sitting at a desk utilizing a computer and telephone, with frequent driving and travel to customer locations and industry events.
- May be exposed to prolonged standing, walking, bending, and lifting during customer visits, trade shows, and related sales activities.
- Ability to lift at least 20 pounds.

WORK ENVIRONMENT

Office and remote work settings combined with regular travel. The work environment characteristics described here are representative of those encountered while performing the essential functions of the position. Reasonable accommodation may be made for individuals with disabilities to perform the essential functions.

NOTE

This job description does not exclude responsibilities not specifically stated, but that are apparent, related, or may develop in the normal course of duty.