

# Sales | Mermaid, Health Clubs

LOCATION: Livermore, CA

## JOB DESCRIPTION

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The FINIS Sales & Marketing Team is seeking the best and brightest to take our brand to the next level. This is a Sales Representative role, responsible for prospecting and developing new business, specifically in the Mermaid and Health Clubs categories.

Successful candidates for this position will be results-driven, with a genuine passion for all things swimming. This role will be responsible for selling and promoting FINIS to health clubs throughout the United States and to accounts that specialize in our line of Mermaid products.

At FINIS, we love two things: swimming and innovation. The draw to the water is in our blood, and our passion to educate drives us to constantly challenge the status quo - we are looking for individuals that are ready to do the same!

Sound like you? Great. Tell us your story! We look forward to hearing more about you and why you would be a good fit to our team

## RESPONSIBILITIES

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- Achieve or exceed sales targets and outcomes
- Outreach to develop new relationships and accounts
- Establish, develop and maintain positive business and customer relationships
- Negotiate business agreements - including pricing and growth strategies
- Educate and inform accounts on new products, events, brand initiatives, etc.
- Develop and maintain a social media strategy that suits the respective customer base
- Advocate for a strategic product line that will drive growth for customers
- Expedite the resolution of customer concerns to maximize satisfaction
- 20% travel required to visit accounts, check inventory, reorder business and attend industry events (trade shows, photo shoots) to evangelize the company mission and recruit new business
- Communicate and sell new products through phone, email, and in-person visits
- Analyze the territory/market's potential and communicate customer needs, interests, competitive activities, and potential for new products and services
- Work with the leadership to keep up-to-date on overall business
- Identify new business opportunities within market
- Explore opportunities for local clinics, events and tradeshow - present to Sales & Marketing to drive business and brand awareness through such events



7085-E Las Positas Road  
Livermore, CA 94551  
Telephone: 925.454.0111

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## SKILLS & REQUIREMENTS

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- BA or BS degree required
- 2+ years of experience in sales, marketing or related field
- Previous experience as a swimmer appreciated
- Highly motivated and target-driven individual
- Excellent communication, selling and negotiation skills
- Must have knowledge and understanding of the swimming industry
- Must possess excellent organizational and analytical skills
- Possess problem-solving and critical-thinking skills
- A wide degree of creativity and latitude
- Self-motivated with a positive and professional approach to management
- Familiar with working in a team dynamic and good at collaborating with others
- Relationship management skills and openness to feedback
- Proficient at Microsoft Excel, Word, and CRM

## HOW TO APPLY

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For consideration, please email a cover letter, resume and writing sample to [jobs@FINISinc.com](mailto:jobs@FINISinc.com).

## ABOUT FINIS

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John Mix and Olympic Gold Medal swimmer Pablo Morales founded FINIS in 1993 with a mission to simplify swimming for athletes, coaches, beginners and lifelong swimmers around the world. Today, FINIS fulfills that mission through technical innovation, high quality products and a commitment to education. FINIS products are currently available in over 80 countries. With a focus on innovation and the fine details of swimming, FINIS will continue to develop products that help more people enjoy the water.



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