

## **SIA SNOWSPORTS REP OF THE YEAR AWARD** **NOMINATION CRITERIA**

- 1) **Relationships** – The rep takes the time to build a good relationship and trust between the shop and the rep. The shop does not feel like their relationship with their rep is simply a series of haggling over price. The rep takes the time to educate personnel at the shop. They also address shop owner, buyers and shop employees on the floor as equals and builds relationships with all parties in the retail shop.
- 2) **Communication** – The rep takes the time to check in regularly with the shop. The rep also bridges the communication gap between the rep, retailer and sales manager. A good rep will lean on their sales manager for a regional or national snapshot on a market and help retailers recognize a trend.
- 3) **Proactive in helping stores manage inventory** - The rep is proactive in asking for a sell through report which allows the rep and retailer to work together to determine their brands ranking and what is or is not selling within their own brand.
- 4) **Shop Clinics** – Does the rep know his/her product, know how to sell it, showcase it against the other products in the shop, explain the features and the benefits, and give the staff the tools to do their jobs? Does the rep educate the staff as to what the buyer saw when he/she identified their product as a good fit for the shops clientele? Is the rep answering questions for shop employees such as – Why the product the right one for your customer? How can the staff help the client best enjoy the product? How can you make the client's life better with product x?
- 5) **Responsiveness** - Responds in a timely manner to phone calls and emails.