

AT CWD, OUR AIM IS SIMPLE: CREATE WHAT'S DIFFERENT

Do you thrive in a dynamic work atmosphere? Are you driven by innovative and forward-thinking ideas? Are you inspired to Create What's Different on a daily basis?
Then you've got what it takes to succeed at CWD.

About the Customer Experience Department:

We are a first party support center for our industry leading brands like Citizen, Electrohome, Magnasonic, and many more. CWD designs, markets and distributes our products right here in Niagara Falls. Our strong Customer Experience team contributes to the success of our business by providing their opinions on processes, ideas for research and development and various projects in addition to providing our customers with an overall exceptional experience. As part of our team you will enjoy perks such as personalized work stations, exciting team and company events, personal development and plenty of career opportunities both in the department and within the organization!

In order to join this best in class customer experience team, you will be required to complete all steps of the application process including the **SALES SCENARIO** challenge. Please read and review the "**HOW TO APPLY**" section.

Sales Representative

We are looking for a highly motivated individual to help us convert our sales leads quickly. The individual's main responsibility is to achieve maximum sales profitability by effectively selling company's products and services to new and existing customers. Sales would be procured by completing bulk orders, maximizing on upsell and cross-sell opportunities for new customers and increasing brand and product loyalty by offering loyalty incentives to existing customers. As part of our team the individual will also have an opportunity to impact sales process improvements, provide suggestions for increasing sales and work with a dynamic group of people who are customer focused. Our hours of operation are Monday-Friday, 8:15AM-5:15PM. We offer a competitive base salary and other incentives such as bonus/commissions, benefits, professional development allowances, and many other employee perks.

The successful candidate will be responsible for:

Inbound/Outbound Sales

- Communicate on a daily basis with customers via phone, chat and email regarding their sales needs and assist with completion of sales
- Follow up on lost sales opportunities
- Follow up with customers post-purchase to promote accessory sales and new product offers and build customer loyalty towards our brands
- Establish, develop and maintain relationship with current and prospective leads interested in bulk quantity purchases
- Enter current and prospective sales lead information into CRM database for future outbound follow-ups
- Anticipate customer needs and respond in a professional and proactive manner
- Develop clear and effective written quotations for bulk sales opportunities

Other

- Attend meetings and training sessions as requested.
- Undertake related duties as assigned in order to achieve the objectives of the Customer Experience Department and company goals specific to sales and brand loyalty
- Provide input, ideas and suggestions to help meet department sales goals. Participate in discussions that involve strategic sales related discussions.

The successful candidate requires:

- Relevant College or University program is beneficial e.g. Sales Management
- Minimum 2 years of experience in a customer support or sales position with proven sales record
- Experience in a fast-paced sales/customer service setting
- Direct work experience dealing with customers via phone or email
- Experience and or a keen interest and understanding of electronics
- Excellent written and verbal communication
- Strong attention to detail, ability to multitask and excellent organizational skills
- Strong aptitude for problem-solving; ability to determine best solutions for customers
- Experience using best sales practices for successful sales closing, upsell, cross sell, building customer relationships etc.

If the above interests you, then apply to join a fast paced, creative and energetic team!

Candidates who reside within a 45 minute commute of our office will be given preference.

CWD is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.

ABOUT US

CWD designs, manufactures, markets, and sells consumer electronics that enhance our lives.

As a pioneer in the markets of do-it-yourself video security, baby video monitors and wireless connectivity, we have successfully applied the principles of innovation and superior technology to a dynamic range of product categories. We are committed toward consistently exceeding consumer expectations and changing the way people think about:

- * Baby Safety Devices
- * Do-it-yourself Video Security
- * Wireless Connectivity Products
- * Home Theater Audio
- * Retro Music Systems

- * Clock Radios
- * Karaoke Systems
- * Massage Products

From conception to launch, over 100 talented professionals work to ensure all of our products undergo the same intensive, completely in-house development and design process, resulting in the uncompromising quality and industry-leading performance that consumers trust.

The letters 'CWD' are shorthand for the empowering philosophy that drives every aspect of what we do – Create What's Different.

HOW TO APPLY

CWD receives hundreds of applications per month from customer service professionals seeking to join our fun, professional, and dynamic Customer Experience team. To prove that you are a serious applicant and that you have what it takes to join our team, please ensure that you carefully review and follow all application steps.

1. Read the **Sales Representative – Email Response Challenge** below and create a reply *by adding it to the bottom of your cover letter*
2. Visit <http://www.cwdlimited.com/newcareer/current.php> to apply online
OR
3. Submit your application via email to careers@cwdlimited.com
The subject line of your email should be: YOUR NAME – SALES REPRESENTATIVE APPLICATION – CHALLENGE ACCEPTED!
(EX. ALEX ANDERSON – CWD SALES REPRESENTATIVE APPLICATION – CHALLENGE ACCEPTED!)

Sales Representative- Email Response Challenge

Please compose a response to the customer inquiry below. To craft your response, you should use your sales background and experience, as well as, any information found on our LEVANA brand page (<http://mylevana.com/>). Be as creative as you like and feel free to make some assumptions. (Your response should be between a minimum of 40 words and a maximum of 175 words)

GOOD LUCK!

You receive a voicemail from a customer indicating that they are interested in purchasing a baby monitor. You are following up this voicemail by calling them back. How would you close the sales? Compose a brief script with your response to the customer.