



## POSITION DESCRIPTION

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**POSITION TITLE:** Regional Sales Representative  
**DEPARTMENT:** Retail Sales

**FLSA STATUS:** Exempt

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** Regional Sales and Training Manager

**POSITIONS SUPERVISED:** None

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### POSITION PURPOSE

This individual is responsible for managing an assigned territory and developing incremental sales growth through selling and building relationships with key retailers across all channels at the regional and store level (including Hardware, DIY, Specialty & Mass). Responsibilities will specifically be focused on increasing sales for Bona's Retail Product Line. This individual is responsible for communicating promotions, procedure, and policy with distributors. This individual is responsible for executing and communicating current programs, promotions, procedures, and policies with retailers on a field level in accordance with the strategy of each channel manager. This individual is expected to exhibit organization, planning and execution within their territory, while consistently tracking and communicating all information via CRM. Regional Sales Representatives are responsible for training, demonstrating, and troubleshooting Bona's complete line of maintenance products within the assigned territory. This individual works closely with and effectively communicates to the Regional Accounts Manager on a timely basis and is responsible for contributing to a positive work environment.

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### POSITION QUALIFICATIONS AND JOB DUTIES

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. B.S. degree with a science major and/or equivalent work experience.
  2. Must have 2-3 years of retail experience (Hardware or DIY Channels)
  3. Must demonstrate self-motivation, enthusiasm, organizational skills, and be goal-oriented.
  4. Must demonstrate effective verbal and written communication and presentation skills.
  5. Must be able to travel 60% of the year.
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#### JOB DUTIES:

1. Actively manage retail relationships within an assigned territory.
2. Train and Educate retailer personnel on Bona products.
3. Effectively communicate procedures, policy, and promotions on a timely basis to retailers.
4. Increase incremental sales growth by working with all field levels per direction.
5. Effectively communicate territory activities, both verbally and via weekly written reports, with Regional Accounts Manager, on a timely basis.
6. Support industry and Company related events and activities, including but not limited to retailer events/demos, trade shows, training schools, and regional training center activities.

Regional Sales & Training Manager

7. Increase incremental sales growth by working with all levels of distribution.
  8. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
  9. Develop mutually beneficial, respectful, and effective relationships with peers to ensure seamless coordination between departments, maximize synergy, and maintain a shared vision, strategy, and focus.
  10. Other duties as assigned – Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.
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## CORE COMPETENCIES

1. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
2. **Project Management** – Completes appropriate amount of projects within the given timeframe.
3. **Diligence** –Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.
4. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks.
5. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
6. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
7. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.
8. **Productivity** - Meets or exceeds productivity standards, completes work in timely manner, and strives to increase productivity.
9. **Innovation** - Displays original thinking and creativity, meets challenges with resourcefulness, generates suggestions for improving work, and effectively presents ideas and information.
10. **Organizing & Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.

11. **Problem Solving & Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.
  12. **Team Player** - Identifies with the larger organizational team and their role within it by balancing team and individual responsibilities, sharing resources, responding to requests from other parts of the organization, supporting larger legitimate organizational agendas, and putting the success of the team above personal interests. Exhibits objectivity and openness to others' views, gives and welcomes feedback, contributes to building a positive team spirit, recognizes accomplishments of other team members, and builds morale and commitment to goals and objectives.
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Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 25% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. Must be able to lift 10-20 pounds (for example: packages, copy paper boxes, etc.)
5. Must be able to communicate effectively by listening and also in both written and verbal forms.

#### WORK ENVIRONMENT

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.
2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.

#### SIGNATURES

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This job description has been approved by all levels of management.

Manager Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Human Resources Signature: \_\_\_\_\_

Date: \_\_\_\_\_

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

**Employee Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.