



Your Career Blooms Here!

Portfolio Sales Representative

Mississauga, Ontario

John G. Hofland Ltd. is an award-winning, established, well respected, and growth oriented GTA-based wholesaler selling high quality fresh cut flowers, greens, plants, floral supplies, and giftware. If you are passionate about flowers and greens, we want to hear from you. John G. Hofland Ltd. offers an amazing company culture, comprehensive benefits, and the opportunity for career growth.

Reporting to the Sales Manager, the Portfolio Sales Representative is responsible for partnering with customers to help them attain their business goals. They will be responsible for selling giftware, floral supplies, and flowers to achieve Hofland's customer retention and growth strategy as well as their individual and team targets.

Key duties of the role:

- Provide amazing customer experience by responding to customer questions in person, by phone, online and in-person, in a timely manner, and selling Hofland's complete range of fresh florals, floral essentials, and giftware lines.
- Maintain and develop strong relationships with customers by understanding their business model.
- Become a product expert to provide customers with solutions designed for their specific needs, matching their customers' tastes and trends.
- Utilize all tools/programs to provide high level customer service, such as set asides, special orders, and direct import.
- Develop new customer prospects and maintain a prospect list through market research, referrals, and other pipeline development methods.
- Create client account plans to achieve forecasts and develop ongoing strategies to secure new accounts.
- Meet or exceed sales targets for revenue and profit margin across all product categories.
- Expand relationships to ensure broad and deep contact with accounts.
- Gain a clear understanding of customers' businesses and requirements to expand revenues for Hofland.
- Review personal sales performance and key performance indicators (KPIs) on a weekly basis.
- Provide superior customer service by liaising internally to monitor existing orders and inventory levels and making accurate and rapid cost calculations to provide quotes.
- Meet with customers and potential customers at trade exhibitions, events, and as a Hofland representative.
- Develop a strong understanding of the floral and giftware industry and its trends.
- Assist and interact with other departments as required to ensure customer service levels are met.
- Promote Hofland's showroom by booking customer appointments.
- Assist with the assembly of fresh floral orders for customers, ensuring the quality of product selected and providing alternatives as required.
- Occasional work inside floral cooler – picking floral orders, assisting customers, and managing sold sections.
- Pick a minimum of 5% of your floral orders to maintain knowledge of what is on hand in the cooler.
- Actively maintain your sold section ensuring all unneeded products are returned to quality control.
- Visit customers and prospective customers in their shops to gain knowledge of their business and what Hofland can provide for them.
- Other duties as required.

Key skills and qualifications:

- 2-4 years of experience in both inside/outside sales environment, in the floral and/or giftware industry.
- In depth knowledge of all varieties of flowers and greens with the ability to speak "florist" to customers.
- Proven track record growing established sales accounts and developing a pipeline of new accounts.
- Outstanding prospecting and relationship building abilities.



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- A passion for customer service along with a positive attitude.
- Professional verbal and written communication skills with superior interpersonal skills.
- Strong time management, organizational and administrative skills.
- Collaborative and team oriented individual capable of working both independently and as part of a team.
- Flexible and adaptable.
- Excellent computer skills including MS Office (Word, Excel & Outlook).
- Capable of learning customized-database and CRM programs (NetSuite).
- Ability to work Monday through Friday, in person, with the ability to work the occasional Saturday (during peak periods).

If this sounds like the role for you, please forward your resume and cover letter to job@hofland.com. Please ensure **"Portfolio Sales Rep."** appears in the subject line.

We value diversity and inclusion and encourage all qualified people to apply. If we can make this easier through accommodation in the recruitment process, please contact us.

We thank you for your interest in this position. Only successful candidates will be contacted.