



JOB POSTING: SALES ASSOCIATES

Positions available throughout Ohio

The Natural Resource™ – The Definitive Link to Ohio's Great Outdoors is seeking energetic, outdoor enthusiasts with sales experience. This is an excellent opportunity for those looking to grow with a new business!

START DATE: Open

WAGE: ~\$20,000/year (part-time):

Based on performance (see "What are the details?" below)

Do you love the outdoors?

Do you enjoy fishing and hunting? What about camping, boating, or golf? Are you someone who likes to be "in the know" about what the fish are biting, where the latest twelve point buck was spotted, or where you can launch your boat? Would you like to get to know all of the sporting goods retailers, bait and tackle shops, hunt clubs, and other outdoor businesses in your area that cater to your favorite outdoor activities? Are you capable of selling a really great idea that will improve outdoor recreation in Ohio for everyone – businesses and consumers alike? Then join the sales team at The Natural Resource!

What is The Natural Resource?

The Natural Resource (TNR) is an online, map-driven directory that focuses exclusively on the outdoors in Ohio. The company is positioned to fill an important and complementary niche that is not comprehensively occupied – in Ohio or beyond – by providing a direct link between specific outdoor recreational opportunities (fishing, hunting, boating, etc.) and the providers of goods and services (businesses) who cater to each activity.

What's the product? And what is the position?

Sales associates will offer four online marketing packages (bronze, silver, gold, and platinum) as annual memberships and one short-term (e.g. weekly) promotional option to the businesses that cater to Ohio's outdoor industry. Each will be displayed through icons accurately placed on the TNR maps.

The bronze membership is analogous to an online business card. The silver resembles an online brochure. The gold and platinum packages (currently under development) are more like their own "micro-sites" – proving a miniature web site through the TNR parent site. In all four cases, the membership subscriptions offer ways for participating businesses to share contact, product, and services related information with a broad online audience. In the case of the weekly promotional product, businesses (members and non-members alike) will have the opportunity to publicize a specific sale or event, promote an contest, or offer time-sensitive coupons.

TNR is looking for outgoing outdoor enthusiasts with proven sales experience. The job will entail relationship building with all companies in a given geography that provide goods and services used in outdoor recreation (excluding national retailers). The ideal sales associate candidate will have experience in ad sales or other similar business-to-business sales, a strong work ethic, the ability to work independently, a track record of achievement, and a passion for the outdoors. As outdoor enthusiast themselves, successful candidates will feel comfortable interacting with other outdoorsmen and women.

What are the details?

Sales Associates will be paid through a combination of commission and bonuses and can realistically expect to earn \$15,000 to \$20,000 per year working approximately 20 hours per week. Other performance-based incentives will be offered as additional compensation. Work schedule is flexible, within certain prescribed limits. A full time schedule is a future possibility. Candidates must own a car and be willing to drive to sales appointments in a local/regional area.

TNR is currently considering candidates in the following Ohio regions: Northeast (greater Cleveland area), Central (greater Columbus area), and Southeast (greater Athens area), but all interested parties are encouraged to apply, independent of geography. This is an expanding business with expanding opportunity!

I'm hooked! How can I request an interview?

Send a resume* to: editor@thenaturalresource.com or write:

The Natural Resource
Attn: Human Resources Department
127½ W. Wayne St.
Maumee, Ohio 43537

* Please include a cover letter that describes relevant sales and/or outdoor experience.



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REFER A FRIEND

EARN A \$50 GIFT CERTIFICATE

I'll pass on this shot. Not the right position for you?

If this job doesn't sound like the right match for you personally, maybe you know someone who *would* fit the bill.

If so, contact us at:

The Natural Resource
Attn: Human Resources Department
127½ W. Wayne St.
Maumee, Ohio 43537

or send us an e-mail at editor@thenaturalresource.com. Please include "REFERRAL" in the subject of the email.

Please provide the name of the position for which you are making a referral as well as the first name, last name, address, and e-mail address (if available) for both yourself and as many candidates as you would like to refer. **If a candidate that you refer is ultimately hired by The Natural Resource we'll send you a \$50 gift certificate from an area outdoor retailer!**

Candidates to consider might include:

- Stay at home parents (maybe looking to get back into the workforce part-time)
- Part-time students (maybe finishing a degree or in graduate school)
- Recent graduates (looking for new opportunities)
- Professionals in transition (maybe looking to pursue another aspect of their skill set)
- Retirees (seasoned sportsmen/women who want to stay active but maintain flexibility)
- Friends and family (fishing or hunting partners, friends around the campfire, neighbors at the marina, etc.)

THEY WILL THANK YOU AND SO WILL WE!