



JOB POSTING: SALES ASSOCIATE **Northeast Ohio**

The Natural Resource® – The Definitive Link to Ohio’s Great Outdoors is seeking an energetic outdoor enthusiast with sales experience. This is an excellent opportunity to join an innovative, growing company!

START DATE: Immediate

WAGE: \$30,000 - \$40,000/year (full-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, biking, or golf? Are you someone who likes to be “in the know” about what 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 concept 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 niche that is not comprehensively occupied – in Ohio or beyond – by providing a direct link between specific outdoor recreational opportunities (fishing, hunting, camping, boating, etc.) and the providers of goods and services (businesses) who cater to each activity.

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

TNR sales associates promote online marketing packages to businesses that cater to Ohio’s outdoor industry as annual memberships through the TNR web site. The “bronze membership” is analogous to an online business card and retails for an average of \$400 per year. The “silver membership” resembles an online brochure and retails for an average of \$800 per year. Gold and platinum packages (currently under development) are more like their own “micro-sites” – providing a miniature web site through the TNR parent site.

In all cases, the membership subscriptions offer ways for participating businesses to share contact, product, and service-related information with a broad online audience. Members enjoy improved search engine recognition and increased online exposure through the TNR site. A variety of *a la carte* products have also recently been introduced to expand business profile functionality and increase exposure.

TNR is looking for an outgoing outdoor enthusiast with proven sales experience. The job will entail relationship building with all companies in northeast Ohio that provide goods and services used in outdoor recreation (excluding national retailers). The Natural Resource has built a working database of over 1,500 prospects for the person hired for this position, offering tremendous opportunity and room for personal and professional growth. The ideal sales associate candidate is described in detail below.

What are the details?

Job Description

- Full time job (minimum of 40 hours per week)
- Regional business-to-business Sales Associate
- Targeted geographic territory includes but is not necessarily limited to the following northeast Ohio counties: Ashland, Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Medina, Portage, Stark, Summit, Trumbull, Wayne – prospects from other counties may be called on with management approval
- The Sales Associate will be paid through a combination of a base salary, commission, and bonuses and can realistically expect to earn \$30,000 to \$40,000 in the first year
- Work schedule is flexible, within certain prescribed limits

Compensation/Benefits

- \$10,000 annual base salary (paid in equal increments bi-weekly)
- Commission:
 - No commission on the first \$1,000 collected from new membership sales in a given month
 - 50% commission on the second \$1,000 collected from new membership sales in a given month
 - 25% commission on all revenue collected from new membership sales in excess of \$2,000 in a given month
 - 10% commission on all revenue collected from renewal memberships sales in a given month
 - Target compensation from commission is \$20,000 to \$25,000 in the first year with opportunity for significant growth over subsequent years



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It should be made clear that The Natural Resource is NOT in the business of traditional web site design. This is a unique business model that provides an effective and affordable marketing solution for a tremendous diversity of outdoor businesses. TNR has already identified over 1,500 prospects in the NE Ohio territory, making it the highest density region in the entire state!

- Bonuses:
 - Based on pre-established monthly revenue thresholds
 - Performance-based (i.e. not guaranteed), but structured as \$200 - \$500+ per month incentive
- Transportation stipend (to offset the cost of fuel, vehicle wear-and-tear, etc.)
- Communication stipend (to offset the cost of cell phone, high speed Internet, office phone, etc.)
- Two weeks (80 hours) of paid vacation each year
- Seven paid holidays each year
- No health benefits available at this time
- Company-issued equipment provided (e.g. laptop computer, wireless Internet card, etc.)

Qualifications/Expectations

- Minimum of two years sales experience
 - Experience selling advertising or similar business-to-business sales experience strongly desired
- Comfortable “cold calling” prospective customers, both on the phone and in person
- Strong computer literacy
 - Competence with Microsoft Office software (specifically Word, Excel, and Outlook)
 - Strong familiarity with the Internet and worldwide web
 - Candidates will be given a computer competency test as part of the interview process
- Minimum monthly revenue targets
- Refined verbal and written communication skills
- Excellent listening skills
- Exceptional organizational skills
- Strong work ethic
- Unquestionable integrity
- Ability to work independently
- Track record of achievement
- Candidates must own a car to be used to conduct day travel within a 150 mile radius of home
- Designated office space (in-home or other)
- Strong familiarity and comfort level with at least one of the six main outdoor subject areas promoted by The Natural resource (fishing, hunting, camping, boating, biking, or golf) – as an outdoor enthusiast him-/herself, the successful candidate will feel comfortable interacting with other outdoorsmen and women of all types

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

Send a résumé with cover letter* to: editor@thenaturalresource.com or write:
The Natural Resource, LLC
Attn: Human Resources Department
127½ W. Wayne St.
Maumee, Ohio 43537

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



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REFER A FRIEND
EARN A \$100 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 (Sales Associate – Northeast Ohio) 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 \$100 gift certificate from an area outdoor retailer!**

Candidates to consider might include:

- Those who have been involved in other marketing-related sales positions (e.g. for radio, television, yellow pages, Valpak, etc.)
- Those who have represented brands or products relating to the outdoor industry
- Professionals in transition (maybe looking to pursue another aspect of their skill set)
- Friends and family (fishing or hunting partners, friends around the campfire, neighbors at the marina, etc.)

THEY WILL THANK YOU AND SO WILL WE!