

Recruitment: Independent Sales Representative, Mindful Proteins, Inc.

About Mindful Proteins

We are a startup that was established in Oregon in 2018. Our mission is to create a family of high-protein, functional foods and beverages made from healthy, safe, and simple ingredients. Our vision is to build Mindful Proteins on solid principles of sustainability and product stewardship to align with the UN Sustainable Development Goals, becoming the #1 source for functional protein in the world.

Our impetus stems from working at the crosshairs of climate change and how alarmed we are at how modern agricultural is depleting soil health. Increasing levels of carbon emissions being absorbed by the planet's plants and crops are causing a drop off in natural protein production.

Our line of products delivers high quality and honest nourishment with an emotive brand that encourages our customers to pursue a more mindful life that is centered on wellness and balance.

Our values

- Show up on time
- Be polite
- Do what you say
- Finish what you start
- Be positive

We are an Equal Opportunity Employer and do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, and basis of disability or any other federal, state or local protected class.

We aim to hire great people from a wide variety of backgrounds, because it's not only the right thing but it makes our company and culture stronger.

Product Line

Our beachhead product is TATU Protein Infused Water made from natural, simple and healthy ingredients. Each 12 Oz can of TATU contains 15g of the purest whey protein isolate on Earth sourced from the pastures of New Zealand, has 0g of sugars and carbs, and just 60 calories. Available initially in two flavors – Lemon Ginger and Orange Mango—each serving of our delicious protein water is ideal for hydration and aiding muscle recovery post high intensity workout. Our initial target market is the wellness community (yoga, barre, Pilates, cycling, climbing, and running) that values sustainability, transparency, and authenticity.



Company Status

The following elements have been established:

- Proprietary formulation
- Trademark protection
- Product-market fit validation



Our company aligns with

- Sensory testing and comparison to competitive brands
- Branding & messaging
- Market strategy
- Commercial production run
- E-commerce (orders received and dispatched)
- Ranged into all Market of Choice stores
- Placed in select boutique gyms and barre studios
- Financial modeling
- Extended shelf life testing: IN PROGRESS
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Job Description

As an outgoing independent sales rep for TATU, you will work closely with the two company founders to grow the market penetration for our functional protein water targeting independent and co-op grocers in the Pacific Northwest. The ideal candidate will have a successful sales track record of introducing and promoting natural products in the retail brick-and-mortar sector, yoga/barre/Pilates studios, boutique fitness gyms (e.g. Orange Theory, cross-fit) and rock-climbing gyms.

Part-time or full-time positions available.

Key Responsibilities

- Identifying potential customers through networking, leads, and research
- Driving growth, profitability and company value via retail sales
- Developing and implementing sales tactics to enroll and service retail clients
- Arranging meetings with potential and existing retail buyers to present TATU products
- Persuading retail clients to purchase company products by highlighting product benefits and key features
- Building and maintaining solid working relationships with both new and existing retail outlets
- Promptly submitting purchase orders for processing
- Following up with clients to ensure stocking levels, knowledge on the product, in-store demos as required, and to confirm traction of TATU in-store
- Addressing customer concerns and resolving complaints
- Being the public sales champion for the TATU brand

Requirements

- High school diploma or GED.
- Valid driver's license and reliable vehicle
- Proven sales experience
- The ability to travel to customers
- The ability to work independently and remotely
- Proven track record of establishing retail traction for food or beverage products in PNW
- Relevant industry experience
- Strong negotiation and consultative sales skills
- Excellent analytical and problem-solving skills
- Effective communication skills



- Exceptional customer service skill
- Enjoys working with people
- Excels in a start-up atmosphere
- Takes pride in their job

Compensation

This is a commission only opportunity. You will earn 20% on all sales attributed to your efforts payable monthly upon receipt of payment from retail client. Based on mutual comfort and performance, we are open to the consideration of transitioning you into a fulltime sales role at Mindful Proteins, Inc.

To apply

Please provide us a cover letter articulating your experience and how you meet the requirements and responsibilities we list along with your current resume. Please email Jacoba on jgundle@mindfulproteins.com