RECRUITMENT OF SALES REPRESENTATIVES

**RECRUITMENT OF SALES REPRESENTATIVES TO CARRY OUT SALES PROSPECTION IN THE GEOGRAPHICAL AREA OF COMMERCIAL INFLUENCE AND UNDER THE INTERNATIONALIZATION SYSTEM PROPOSED IN THE PROTOTYPING EXPORT AAA+ PROJECT.**

1. **PROJECT PRESENTATION**

"**Prototyping EXPORT - AAA Innovative Common System of Internationalization of Traditional Agri-food SMEs of the Euroregion**" is a project whose main objective is the implementation of an innovative Support System for the Internationalization of the Traditional Agri-food SMEs of the Euroregion in order for the existing business network to create outward value. That is, to increase the volume of exports of the cooperation area (Andalusia-Algarve and Alentejo) through the improvement of external commercialization of its traditional agri-food products, and the integration of the different business clusters involved. This system aims to help SMEs to move away from their current situation towards a more competitive and profitable model that is adapted to the current international market. See the outline of the project in Annex 1.

1. WORK TO BE CARRIED OUT

Within the framework of the project 15 sales representatives will be recruited to carry out sales prospection and tracking in their respective geographical areas of influence, as well as generation of sales of the products that make up the official catalogue of the project.

* **Product catalogue**: the official catalogue will be composed of a series of listings from 105 agri-food SMEs of Andalusia (Spain), Algarve and Alentejo (Portugal).
* **Areas of commercial influence and system of internationalization**: each of the sales representatives will be assigned a particular European geographical area in which to carry out sales work in retail, gourmet and HORECA channels, adhering to the guidelines set out in the project's internationalization system. Annex 3 indicates the pre-established geographical areas in detail, as well as the internationalization system.

1. APPLICATION REQUIREMENTS

Any natural and/or legal person based in and/or with legal residence in any of the countries of the European Union or countries such as the United Kingdom, Norway, Switzerland or Andorra may participate in the recruitment process.

The applicants must commit to performing the duties required for the work and provide the required documentation during its execution.

Advanced knowledge (level equivalent to C1) of the official language of the country or area of geographical influence is essential, as is a good command of English (level equivalent to B2) in cases where the participant does not speak Spanish. These requirements stem from the obligation to perform the sales prospection and tracking in the field, irrespective of the participant's usual place of residence. Likewise, fluid communication should be maintained with the intermediary in order to coordinate the business and sales tasks that will be carried out mainly in Spanish or English.

1. APPLICATION PACK

The natural or legal persons interested in applying may freely participate by submitting the following documents:

* Duly completed **application form** (Annex 2).
* **Covering letter**, explaining why they are interested and how they can contribute to the project.
* **Curriculum Vitae**, specifying their qualifications, training and experience in commercialization, the food sector and internationalization.
* **Geographical preference form**, specifying 3 geographical areas of interest for the performance of the sales work (Annex 3). In the event that their area of influence is not listed in the Annex, they may specify an alternative area provided that it is within the European Union or countries such as the United Kingdom, Norway, Switzerland or Andorra.

The application pack should be sent exclusively by e-mail to the following e-mail addresses: [fundacion@andanatura.org;](mailto:fundacion@andanatura.org) [exportacion@landaluz.es;](mailto:exportacion@landaluz.es)

The pack should be submitted preferably in Spanish, but will be accepted and processed if it is in any of the following languages: Spanish, Portuguese, French or English.

1. SALARY TERMS

The salaries of the sales representatives will include a fixed component and a variable one, as detailed below.

* **Fixed component:** the sales representative will receive a fixed allowance of 3,000 euros (including VAT if applicable) as fixed payment for his/her sales work for the established period once hiring of the representatives has commenced. This allowance will be paid in instalments adhering to the determining factors specified below.

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| **PAYMENT Nº** | **DATE** | **AMOUNT** | **DETERMINING FACTOR** |
| **First Payment** | Commencement of sales work | 2,000 euros | Presentation of execution reports (see Annexes 1, 4 and 5 |
| **Second Payment** | After sales generation amounting to 1,000 euros | 1,000 euros | Every time sales are generated amounting to 1,000 euros in the area of geographical influence. |

* **Variable component**: just as is specified in the logistics system, each sales representative, using the prices given by the intermediary, should negotiate the final price of each product with their prospective customers. The difference between the price established by the intermediary and the price agreed by the sales representative with the end customer (sale price) constitutes the variable component of the salary. For a more detailed explanation, see Annex 1.

1. PROCEDURE

The interested natural or legal persons should submit the documents specified in point 4 of this document from the date in which the call for applications is opened.

1. WORK DOCUMENTS FOR SALES REPRESENTATIVES

With regard to the effective performance of sales work in the field, each sales representative will have use of the following documents:

* **Product catalogues / website**: each and every one of the listings that constitute the catalogue, with their respective photographs and technical and logistics data sheets, will be available on the project's website.
* **Tasting notes**: commercial information about each product slot to provide a better understanding of it.
* **Training**: this will consist of: a) Knowledge pills covering diverse topics (packages and packaging, documentation, commercialization tools, point of sale management, etc.)

b) Personalised advice in the form of resolution of queries, and c) Sales network presentation conference to explain the project system.

* **Product samples**: each representative will receive a box from each producer included in the catalogue containing samples of some of the products listed in the catalogue.