CYBEX
POSITION DESCRIPTION

PRODUCT SPECIALIST

BASIC PURPOSE
Support the sales, marketing and promotion of Cybex products and programs through product-focused education of customer & dealer staff and end-users.

DUTIES AND RESPONSIBILITIES:
- Serve in a consultative role in the sales process as needed
- Perform product training and in-service seminars for customer staff
- Perform product training and demonstrations for consignments
- Provide coaching on proper use of Cybex products for end-users in customer facilities
- Perform product training and demonstrations for dealer staff
- Perform product demonstrations at trade shows and other industry events
- Participate in Cybex Research Institute (CRI) events in a support and/or faculty role
- Properly utilize and manage marketing materials at customer and dealer events
- Manage travel budget at or below allocated amount
- Submit expense reports on a weekly basis and within 5 days of month and quarter
- Work with Director of Sales Education to plan travel as efficiently as possible
- Update Sales Force after each customer/dealer event
- Communicate sales opportunities and/or service issues to the appropriate sales personnel as soon as possible after customer/dealer events
- Communicate observations on competitors and market trends to the Director of Sales Education on a weekly basis
- Provide quarterly summaries of activities to Director of Sales Education

QUALIFICATIONS AND SKILLS NEEDED:
Minimum formal education, experience and training:
- Bachelor's Degree in Exercise Science or related discipline
- Minimum of three years experience as a personal trainer and/or wellness director
- Current fitness certification by accredited national organization (subject to Cybex Research Institute approval)
- Extensive professional and/or personal experience with Cybex products

Preferred education, experience and training:
- Masters Degree in Exercise Science or related discipline
- 5+ years experience as a personal trainer and/or wellness director
- 3+ years of retail or field sales experience
- Experience with SalesForce.com or similar CRM program

Other knowledge
and skills:
Excellent oral and written communication skills; must be able to work with diverse audiences ranging from >20 people to one-on-one; organized, punctual and detail-oriented; must take direction well; personal computer skills including Word and Excel.

The ideal candidate is located near a major hub of the region with established contacts in the commercial health and fitness industry. They will be energetic and engaging – possessing a positive outgoing personality and the ability to educate and motivate a broad audience.

TRAVEL:
Extensive travel throughout the region required. Attend national and regional trade shows and participate in CRI events as needed.

Reports to: Director Sales Education

Targeted for Q2 2013

Cybex International, Inc. is an equal Opportunity Employer