



# Sales Rep

## *job description*

### Corporate Culture

#### Are We For You?

- **Principled:** "Do the right thing." We treat every person with respect, fairness, and integrity. We embrace diversity.
- **Creative:** "Encourage new ideas to build business." In our high performance culture, we encourage & reward innovative thinking & new savvy ways of doing things.
- **Dynamic:** "Translate ideas into action, with boldness and speed." We leverage our knowledge & imagination to generate innovative business-building initiatives.
- **Passionate:** "Believe in our values & strive to win." Our pride & our dedication to high performance drive us to deliver the best results.

### What We Look For

- A passion for winning.
- Leadership, and a willingness to take responsibility.
- Problem-solving and decision-making ability.
- Creativity and innovation.
- Strong oral and written communication skills.
- Broad, cross-functional business knowledge.
- Technical and organizational ability.
- Honesty, integrity, trustworthiness, and dependability.
- Self-motivation and an orientation to action; and,
- Flexibility and ability to embrace change.

### Technology & Training

- Complete & comprehensive 8-week sales training program. Field-based in your own geography.
- Company vehicle provided for job and personal use.

### Description

- A Sales Representative is the entry-level sales position within R.J. Reynolds Tobacco Company and is vital to the marketing of our consumer products—Camel, KOOL, Winston, Salem, Pall Mall and Doral.
- Each Sales Representative is assigned a territory, which contains approximately 150 independent retail accounts.
- The accounts are called on periodically depending on volume and consist of supermarkets, convenience stores, and other retail outlets selling our products in the designated assignment.
- Sales Representatives are responsible for the implementation of sales and merchandising programs through their professional selling efforts. These include:
  - Gaining retailer commitment to merchandise R.J. Reynolds Tobacco Company products in the most advantageous manner.
  - Taking action to correct out-of-stock situations.
  - Increasing sales of and gaining distribution for new and existing brands.
  - Maintaining accurate and updated account information.
  - Placing and maintaining a sufficient amount of R.J. Reynolds point-of-sale advertising to convey our selling message to the consumer.
- Sales Representatives are given quarterly goals and objectives, which they are expected to meet.
- In addition, yearly performance objectives are established for each Sales Representative's assignment.

R.J. Reynolds Tobacco Company is an Equal Opportunity Employer.

**RJReynolds**

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## **Working for a Tobacco Company?**

Working in the tobacco industry might not have occurred to you, or may not be on your list of “hot prospects”. Our company faces challenges that are unique compared to most other consumer-product companies, and we recognize that some people do not wish to pursue career opportunities in this industry. We emphasize finding innovative ways to operate within the framework of a responsible approach to product development, manufacturing, marketing and selling. Reynolds Tobacco offers a level of challenge, responsibility and creativity for motivated employees that stand apart from the crowd. Our company has always had an extremely low turnover rate among our employees - - because:

- We take an ethical and responsible approach to our business.
- We treat our employees with fairness and respect.
- We offer highly competitive pay and benefits.
- Our organizational culture nurtures creativity, encourages employees to assume uncommon levels of responsibility and provides incentives to succeed.
- We also value efficiency and responsiveness, and encourage frequent interaction among employees from all functions and all levels of the organization.
- Our company has a history of innovation - - pioneering many of our industry’s new programs and techniques in fields ranging from marketing, to research, to operations. Working at Reynolds Tobacco gives you an opportunity to be part of developing cutting-edge strategies.

The manufacture, marketing and regulation of cigarettes have long been the subject of great controversy, even though our society has determined that cigarettes are legal products for adults. We make and sell a product that has significant and inherent health risks for a number of serious diseases, and may continue to causing these diseases in some individuals. Therefore, we conduct our business based on the following principles:

- There is, and should continue to be, universal awareness of the risks of smoking.
- We do not encourage nonsmokers to start smoking.
- We do not want children to smoke – not only because it is illegal to sell cigarettes to minors in every state, but also because children lack the maturity of judgment to assess the health risks associated with smoking.
- We work to reduce the risks associated with smoking through research and development efforts, including new product design.
- We emphasize a responsible approach to marketing and selling our product - - stressing compliance with all regulations and voluntary codes.

For more information about tobacco issues and Reynolds Tobacco’s position on key tobacco issues and our operating philosophy, see the “Tobacco Issues” section of our Web site at [www.rjrt.com](http://www.rjrt.com).

## Our Company at a Glance...

R.J. Reynolds Tobacco Company makes five of the 10 best-selling cigarette brands in the United States: Camel, Kool, Winston, Salem and Doral. Our brands rank among some of the most widely recognized brand names in the world. About 25 percent of American adults choose to smoke, and Reynolds Tobacco makes almost one-fourth of the cigarettes sold in the United States. Our company has about 7,100 employees. Based in Winston-Salem, N.C., our company celebrated its 125<sup>th</sup> anniversary in the Year 2000. RJRT has been ranked for two consecutive years among the top 75 U.S. companies in Money magazine's survey of "Corporate America's Best Benefits."

- RJRT's sales force is located in all 50 states across the nation. We have positioned ourselves as the "cigarette category expert" within the retail and wholesale community by offering our customers leading-edge and innovative solutions to their business needs, and by setting the pace in creative and award-winning merchandising and trade programs.
- RJRT has some of the most sophisticated manufacturing, business and technology services in the United States. Our expert operations teams built one of the largest, most advanced, automated manufacturing facilities in the world, produced hundreds of process and equipment patents, implemented one of the first and most extensive field sales automation projects in the nation, and received "Best Practice" awards from the U.S. Department of Commerce for more than 20 business and manufacturing processes.
- RJRT's marketing department is known for its innate creativity, which is applied to our brands to strengthen and enhance their positioning, and offer meaningful product points-of-difference that offer those who buy competitive brands compelling reasons to switch to our brands.
- Our commitment to technology provides a solid base for continuous product improvement and breakthroughs, and has made our company a pacesetter for the worldwide cigarette industry. Our research and development team covers a broad spectrum of scientific disciplines; analytical chemists, physicists, statisticians, process engineers, flavorists, fragrance experts, sensory behaviorists, patent attorneys, toxicologists, product developers, research librarians, an entomologist and highly trained technicians. More than 300 U.S. patents have been issued to RJRT since 1984. RJRT scientists have contributed to emerging areas of science such as crop yield, alternative food sources, psychology, inhalation, pesticide development, environmental quality and nicotinic drug discovery. They are breaking barriers of thought on topics ranging from the application of nonlinear dynamics ("chaos theory") to the analysis of the human electroencephalogram (EEG) and thermal stability of high-molecular-weight aromatics.