

Sales Representatives Self Assessment Tool	Self Assessment Score				
	1 - Rarely	2 - Occasionally	3 - In Progress	4 - Regularly	5 - Always
	<i>We rarely do this, or not at all.</i>	<i>We do this sometimes, but inconsistently.</i>	<i>We do this with some regularity, but not reliably.</i>	<i>We do this consistently and with intention.</i>	<i>This is standard practice and part of how we operate.</i>
<b>Gold Standard Number 1: Know Your Territory</b>					
We maintain proactive, consistent communication with our retailers around sales performance, inventory planning and upcoming opportunities.					
We tailor product recommendations and presentations to the unique goals, customer base, and market realities of each retailer and territory.					
We actively participate in local and national industry events to strengthen relationships and stay informed on trends impacting our territory.					
We spend time in the recreation areas and waterways across our territory and show up at the community events that bring paddlers together.					
We regularly review territory sales data and trends and share relevant insights with retailers to support informed, strategic decisions.					
<b>Gold Standard Number 2: Be Present &amp; Responsive</b>					
We respond promptly to retailer inquiries and requests, typically within one business day.					
We quickly communicate relevant updates from our brands to retailers, ensuring they have timely information to plan and respond effectively.					
We follow through on commitments and hold ourselves accountable to both our brands and our retailers.					
We proactively schedule regular check-ins with retailers to support long-term growth, not just transactional needs.					
We communicate clearly and transparently about inventory, shipping timelines, pricing changes, and potential disruptions.					
<b>Gold Standard Number 3: Educate &amp; Inspire</b>					
We provide product trainings, demos, and clinics tailored to each retailer's staff experience level and customer base, equipping them with the confidence and knowledge to serve paddlers effectively.					
We support and connect retailers and brands to community events and initiatives that strengthen participation and contribute to long-term growth in our territory.					
We actively seek product knowledge from our brands and use the gear in the field to gain first-hand experience and credibility.					

We share clear, practical tools (selling guidance, usage education, and merchandising support) that retailers can confidently implement.	
We lead by example on the water by being safe, inclusive and showing up as good ambassadors for our brands and the paddlesports community.	
<b>Gold Standard Number 4: Bridge the Conversation</b>	
We gather meaningful, actionable feedback from retailers, community partners, and paddlers and translate it into insights our brands can act on.	
We align expectations between brands and retailers by clarifying goals, challenges and opportunities	
We close the loop by following up and communicating outcomes after sharing feedback	
We stay informed about waterway access and community issues that impact paddlesports and share timely, relevant information with brands and retailers when awareness or action is needed.	
We advocate for our retailers when communicating with brands and advocate for our brands when working with retailers, maintaining balance and integrity.	
<b>TOTAL SCORE</b>	<b>0</b>