

## **Éminence Organic Skin Care International Trainer**

### **Company Summary**

Éminence Organic Skin Care provides premium products and unparalleled service to leading salons, spas and beauty professionals. Our products embody half a century of herbal craftsmanship and experience, and several centuries of unsurpassed skin rejuvenation techniques unique to Hungary. All of our products are handmade, using only the freshest ingredients known to nature without harming animals or using any harsh chemicals. Our ingredients are hand-picked and hand harvested to ensure premium quality. Every ounce of Éminence products receives personal attention to produce and package.

### **Role Summary**

The International Trainers (IT) provide outstanding training and education in Skin Care products and Skin Care techniques to Éminence customers and Sales Representatives. The training engagements will vary from Regional Trainings (where many spa representatives are attending) to Individual Spa Trainings. The IT will work closely with each Outside Sales Representative (OSR) to assist in the education and growth of existing customers and potential customers. The IT will also work with the territory's Inside Sales Representatives (ISR) for accounts where there is no local OSR. The role involves significant opportunity for travel.

### **Reporting and Peer Relationships**

The International Trainer reports directly to the Sales Manager and works closely with the Sales Supervisor and Sales Assistant to coordinate training calendars. The IT also works in partnership with the Outside Sales Representatives, Inside Sales Representatives (ISR) and the Marketing Department to ensure customers receive the latest esthetics and marketing updates.

---

### **Overall Roles and Responsibilities**

- Exemplifies the Éminence Core Values

### **Educating the Customer**

Trainings include Regional Training Events, Formal Spa Training Events and Informal education sessions

- Be an outstanding educator and knowledge asset to our Customers over and above the educational service that is offered to our Customers by our Sales Representatives
- Prior to each training, determine the best training topics and approach applicable for that customer by discussing the customers' needs with the OSR
- During the beginning of the training, ask for the training needs and education goals of the attendees and managers in order to customize each training to their specific needs
- Create learning environments where Customer staff (including all front-desk, estheticians and any other on-site employees or leaders) can learn from each other and feel comfortable asking any question
- Create learning tools and presentations that engage and educate on the most up-to-date Skin Care techniques, recent product additions and enhanced retailing approaches – share presentations and training materials with other International Trainers and OSRs to help each other and increase consistency of Éminence training
- Maximize the information retention of customers and Sales Representatives through tailored, inspirational teaching by asking rather than teaching by telling and by providing the most appropriate tools for attendees to take notes from each learning session
- When training “House” accounts, partner with the ISR to complete proactive background work to decide on tools/topics to best satisfy the customer's needs. House accounts do not have an OSR and therefore the IT will act as OSR for these accounts
- Be available to all customers to answer Product Knowledge questions
- Ensure the After-Training Survey is complete for each training and, emailed to the Sales Assistant, Sales Supervisor and Sales Manager once a week

- During Regional Trainings, assist the OSR with the set-up, tear-down and hosting of the event
- Demonstrate products to prospects with the objective of gaining an opening order with that prospect

### **Educating the Sales Representatives and other International Trainers**

- Be available to assist in training all new OSRs and their educators/assistants – provide insight into OSRs' approach and performance when required
- Partner with the other International Trainers in providing continuous technical knowledge support to OSRs – follow up promptly via phone to questions from OSRs
- Learn successful practices from each Outside Sales Representative and share those effective practices and teaching techniques with other Outside Sales Representatives
- Work with the International Distributors with training and techniques as needed
- Present training and esthetics techniques at the Annual Business Conference when requested
- Train, and share information with, other International Trainers

### **Solution finding**

- Partner with spas and Outside Sales Representatives to identify and solve the challenges and opportunities in each customer's business (including, for examples, menus, backbars, retail merchandising, pricing) – including use of the Éminence Spa Problem-solving Form
- While visiting each spa, assess the cleanliness, organization and presentation of Éminence products in the retail and 'backbar' areas to increase service and retail sales – including use of the Éminence Spa Checklist Form
- Create protocols for the most effective Éminence esthetics techniques
- Listen to the OSRs' operational feedback and help promptly communicate opportunities and solutions to the Sales Manager and Sales Supervisor
- Communicate any urgent concerns which could impact Éminence's company integrity immediately to the Sales Manager and Sales Supervisor

### **Schedule & Logistics Management**

- Training appointments with each customer may vary from 1.5 hrs to multiple days depending on each customer's needs
- Topics covered are determined by the needs of the respective customer, their OSR and/or by each new promotion and product launch
- If customers cancel appointments, fill in that time with prospecting, drop-ins and training for the OSR to ensure that the training investment is used to the fullest in each territory
- During unscheduled time, implement actions to positively impact the customer and Éminence (e.g. informal training to customers' employees during down-time to strengthen the knowledge and appreciation of products and treatments)
- Monitor any abuse of Éminence policies and report to the OSR, Sales Manager and Sales Supervisor
- Double-check that all supplies and paperwork needed by the IT are delivered to the spa or OSR prior to the IT's arrival in each territory – the shipped supplies and paperwork should be enough to cover the entire trip in each territory (for customers without an OSR, arrange for all supplies and paperwork needed by the IT to be delivered in advance of the IT's arrival in each territory)
- Bring IT's supply kit on each customer visit where there is no OSR
- Train each OSR (and their customers) on the usage and sales of the LED equipment - ensure that the LED equipment is shipped to the training's location and that the OSR has the next training's location address (to ensure that the LED equipment arrives at the next location)
- Book most cost-effective flights, accommodation and rentals for every training visit

### **Self-development**

- Be the best educated estheticians in the market
- Continually develop advanced ingredient and product knowledge of Éminence Organic Skin Care products as well as competitors and their products
- Keep up-to-date, current and able to train all of the Éminence protocols including body treatments

### **Tradeshows**

- Perform education classes at Tradeshows and on-the-floor demonstrations at the Tradeshow Booth

- Assist with the set-up and tear-down of the Tradeshow booths and education rooms

### **Customer Relationships**

- Build relationships with customers through social networking and local events (e.g. dinner, cocktails)
- Attend and actively participate in spa open houses

### **General**

- Attend Monthly 1:1 meetings with the Sales Manager
- Attend Conference Calls with the International Trainer team once every 6-8 weeks
- Attend Quarterly Product Promotion Conference Calls

### **Performance Expectations**

- From landing to take-off, provide an impeccable image as the Representative of the company in mannerism, freshness, enthusiasm, appearance at all times and then an impeccable delivery in the content of trainings and presentations
- Use drive-time with OSRs in the most time-efficient way to share information with the OSRs; to maximize territory efficiency and; to find out customers' needs for the next training/customer visit
- Clarify training expectations with all attendees at each spa and exceed these
- Conduct an average of 3-4 on-site trainings per day with allowance for travel
- Ensure all training trips are booked at least two months in advance and contact the Sales Assistant if there are empty spots in the training calendar
- Gain approval on all schedule changes from the Sales Assistant and Sales Supervisor (schedule changes are not confirmed unless approved by the Sales Assistant or Sales Supervisor)
- Book hotel, flight, car rentals in the most efficient and economical way, minimizing expenses and adhering to the Éminence Expense Policy Guidelines
- Continually increase knowledge of the latest and best Skin Care related techniques
- Communicate any urgent concerns which could impact Éminence's company integrity within 24 hours to the Sales Manager and Sales Supervisor
- Ensure that Spa Retail areas are set up from dry to oily and that testers are used in adherence with the Éminence Tester Use Policy and Éminence quality standards
- Before going into each territory without an OSR, double-check that the IT Supply Kit is full and product is fresh

### **Experience, Skills and Values**

#### **Experience Required**

- 2-3 years minimum experience as an Esthetician is required
- Fluent in English, written and oral communications, reading comprehension required
- Experience with the Éminence product line is required
- Current Esthetician's license is required
- Background in how to run a business is an asset
- Background in sales is an asset
- Valid credit card to book travel required
- Valid passport required
- Valid driver's license for assigned territory is mandatory

#### **Skills Required**

- Excellent communication skills
- Multitasking capabilities
- Superior interpersonal skills
- Ability to stand up and train large groups
- Customer service skills
- Customer resolution skills
- MS PowerPoint skills required
- MS Excel skills preferred

- Computer skills (especially MS Word, Outlook)

**Values Required**

- Extraordinary Service
- Infectious Enthusiasm
- Sincere Respect
- Supportive Team play
- Proactive Reliability
- Excellence
- Efficiency

*Please send all applications (resumé and cover letter) to [careers@eminenceorganics.com](mailto:careers@eminenceorganics.com).*