

AREA DEVELOPMENT MANAGER

COMPANY NAME Casuals Etcetera, Inc. (Etcetera)

JOB FUNCTION Sales Recruiting; Sales Management; Sales Training

INDUSTRIES Sales; Women's apparel

Etcetera's Area Development Managers are the key to the company's growth and success. They determine who in each designated market can best draw qualified clients in to see four fabulous Etcetera collections a year.

ADMs are independent contractors in a recruiting and management role. This opportunity is one of prestige, flexibility, and attractive income potential, and is the perfect way to enrich a career or reenter the work force.

ADM interviews and appoints Sales Consultants herself, selecting only those most likely to succeed in each specific community. With them, she builds a working team of entrepreneurs who run their own seasonal Etcetera boutiques, featuring personal service and a modern yet sophisticated collection of beautiful clothing that appeals to a wide range of clients.

The ADM is a leader, teacher, manager, and cheerleader. After appointing each Sales Consultant, she will provide the training for the consultant and her team to get the business started, she will make sure goals are clearly defined and compelling, she will periodically attend the seasonal showings, and she will be in touch often between visits.

As ADM, she will pull her team of Sales Consultants together four times a year for Previews, incorporating both training exercises and presentation of new collections. Etcetera supports each Area Development Manager through on-going corporate training, constant mentorship from her Regional Manager, and resources always available online. She also supplements her formal training, and gains invaluable hands-on experience, by selling each season with one of her Consultants.

Casuals Etcetera, Inc. (ETCETERA) is based in New York City, with representatives showing collections in 633 cities and upscale suburbs nationwide. In 2007, Money Magazine ranked Casuals Etcetera as one of the top 20 companies to work for if looking for a high-end job with flexible hours.

We are currently seeking Area Development Managers in 16 expanding markets including AZ, CA, CT, FL, GA, IL, MA, MO, NJ, NY, OH, OK, PA, TX, VA, WA, and Washington, D.C. We also welcome inquiries from women in any area of the country who feel Etcetera might be a fit for them.

Price ranges: tops \$95-\$195, jackets/coats \$275-\$425, pants/skirts \$170-\$250, with suede and leather pieces \$295 and up. For more information about ETCETERA, or to inquire about a possible role with our expanding team, please visit www.etcetera.com and contact Edie Dance at (850) 484-8120 or edance@etcnyc.com.