



Job Title: Outside Sales Rep	FLSA Status: Exempt
Department: Sales	Classification: Food Service
Reports To: Sales Manager	Supervises: N/A

**Responsibilities:**

This is a Outside Sales position responsible for providing excellent customer relations, education to customers, and represent the company in a way that demonstrates the core values of the company.

This position is generally 5 days a week and other shifts as requested. Working evenings, weekends, holidays, and starting at various start times are required in order to successfully meet customers' needs.

***An individual must be able to satisfactorily perform each essential duty listed below. The requirements listed are representative as knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.***

**Essential Duties and Responsibilities:**

- Prospect for new customers and earn new business by demonstrating a high level of expertise in the seafood industry
- Build and develop foodservice customer base
- Develop process and documentation to increase foodservice sales
- Cross-train with Sales Reps on process to transfer knowledge and develop skills amongst the sales team
- While prospecting for clients, use Customer Qualifying Questionnaire to gather information to determine if the potential customer is a viable source of both revenue and profit
- When setting up a new customer, ensure that the proper paperwork and information is gathered and filled out appropriately (such as the new customer set-up form, tax certificate, COD, credit application, and the receiving hours and days
- Proactively and accurately manage and maintain Customer Standard Order Guides by reviewing with Customers weekly and updating in the system. As part of the process, manage pricing of products in order to remain profitable as well as competitive
- Follow up on the use of Order Guides by ensuring that customers have current copies. Stress the importance of using item numbers as well as product descriptions when placing orders over the telephone
- Using your personal vehicle, travel to local businesses to meet with existing and potential clients to discuss sales opportunities and develop loyal business relationships

- Effectively resolve customer complaints in a timely manner through communication and follow up by offering reasonable, effective solutions
- Communicate professionally and respectfully with internal and external customers in person and by using e-mail, fax, and telephone
- Communicate on a regular basis with the Sales Manager in regards to business trends, new clients, opportunities, or special requests. The Sales Manager must be notified immediately in situations involving lost or declining customers
- Work with the Sales Manager to determine appropriate sales expenses. Submit all sales expenses accurately on a weekly basis
- Determine if product mixes are effective. When necessary, make adjustments to ensure that customers are able to drive sales
- Address slow moving items and create a plan to move items and increase sales
- Manage new items by reviewing new items with the Sales Manager. Make suggestions for new items in order to increase sales
- Communicate regularly with the Sales Manager to discuss products movement, review suggested item lists, and demo activities
- Establish weekly goals with Sales Manager, including personal goals, store goals, demo goals, and meeting goals
- Communicate regularly with the purchasing department in regards to changes in product demand, unique or slow moving perishable products, market trends, and industry updates
- Communicate regularly with the collections department to ensure that there is no overlap in collection attempts. Notify collections if at any time a customer's inability to maintain business becomes evident. Monitor customer receivables and participate in regular collection maintenance activities as needed
- Work with the sales team and customer service to ensure adequate office coverage when necessary
- Work with the customer service team to ensure that client's accounts are accurately maintained and that each customer receives proper care
- Interact with internal customers in a way that fosters a team environment
- Analyze client base and develop a strategic plan to increase sales within the territory as directed by the Sales Manager
- Meet with clients regularly to discuss and identify their needs and increase sales by presenting a variety of product options and offering creative ideas
- Increase education by using techniques such as sampling, cuttings, demonstrations, and by discussing market trends
- Conduct forecast planning in order to ensure that client demand is met and orders can be properly filled
- Work closely with customers to ensure that the Company is meeting the customer's specific needs. This includes ensuring that the company is selling the correct products in the appropriate volume, price, and margin levels
- Conduct product research in order to keep up on market and consumer trends

- Make each sales call a productive and a value-added experience by preparing in advance for the call and providing appropriate point of sales material. Microsoft Outlook is provided as a tool to enable Outside Sales Executives to accomplish this expectation
- Use computer for electronic communication, to enter customer orders, track sales, and generate reports
- Demonstrate initiative to learn about products
- Use web based time clock or dial in by telephone to punch in and out each day and submit time off requests
- Complete all assignments given by the Sales Manager
- Assist in other areas of the company as needed or requested
- Short term goals after completion of introductory period: Secure new customers as identified by Sales Manager in markets listed by priority-Albuquerque, Santa Fe, El Paso, Lubbock, and Amarillo
- Update and maintain accurate call cards to ensure we are contacting the correct person on the correct day. Always make corrections with the Customer Service Team when necessary

**Work Experience and Requirements:**

- Ability to work independently with minimal supervision and prompting
- Ability to travel to customer locations
- Ability to exercise judgment to do what is necessary to develop and maintain client relationships, meet sales goals, and expectations
- Ability to negotiate, persuade, network, and partner with customers to sell company products
- Ability to effectively manage assigned markets in terms of strategic planning, organizational skills, sales forecasting, goal setting, and profitability
- Knowledge of company products as well as competitor products as related to seafood
- Knowledge of food and/or seafood industry and marketing practices
- Effective and creative problem solving skills
- Ability to utilize imagination and inventiveness to generate unique ideas, approaches, and solutions that will enhance Company profitability
- Excellent verbal and written communication skills, as well as presentation skills including face to face and over the phone consultative selling and problem solving skills
- Ability to establish and maintain credibility, trust, and positive working relationships
- Ability to adapt quickly and respond to job environment and industry changes
- Ability to function effectively in a fast paced environment
- Ability to function and foster a team oriented work environment
- Proficiency with Microsoft Office Applications including, Word, Excel, and Outlook preferred
- Ability to utilize training, education, and support materials effectively
- Ability to handle success as well as rejection in a sales environment
- Valid Drivers license

- Ability to maintain a clean driving record in order to meet company vehicle insurance requirements
- Reliable transportation for traveling to meet with clients
- Ability to present a professional image to existing and potential clients
- Ability to work a flexible schedule which may include evenings, weekends, and holidays depending on demands, volume, and sales trends
- Proof of eligibility to work under I9, Employment Eligibility Verification requirements
- High School diploma or GED

**Competencies:**

To be successful in this position, the individual performing the duties must successfully demonstrate the following competencies:

- Detail oriented
- Managing Work
- Adaptability
- Building Trust
- Follow-up
- Communication

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Employee Signature

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Date

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Manager Signature

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Date

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HR Signature

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Date