



# **SPECIAL TOUCH BAKERY, INC.**

**-VACANCY NOTICE-**

**POSTING PERIOD: April 25, 2018 - June 09, 2018**

**Applications are being accepted for the position listed below during the Posting Period and beyond if not filled within 2 weeks of the end of the posting date.**

**POSITION:** Sales Manager

**WHEN:** Immediate

**HOURS:** Full-Time

## **DESCRIPTION:**

The Sales Manager is responsible for meeting or exceeding budgeted sales growth numbers and new customer acquisition targets within their assigned territory. The mix of target accounts includes a strong focus on the following: 2nd and 3rd tier food service distributors, regional chain accounts, colleges, healthcare facilities, fundraising, hospitality and street accounts. He/she will have extensive knowledge of (and relationships with) the key players within these targeted segments. The Food Service Sales Representative will be tasked with managing and growing existing customer relationships, identifying new distributors and accounts, managing and recruiting sales brokers and proactively representing the Special Touch brand. The position will accomplish this through a combination of relationship building, tenacity, superior time and project management skills, detailed product knowledge and the effective use of internal and external data.

## **RESPONSIBILITIES:**

### ***Distribution Management:***

- Manage distribution partners: develop positive working relationships with category managers, buyers and distributor sales reps
- Identify potential new distribution partners and end user accounts using the "ideal customer" methodology
- Develop and implement an annual sales and marketing plan in conjunction with each distribution partner to expand sales opportunities for STB products and achieve profitable revenue growth
- Conduct sales meetings and DSR (Distributor Sales Representative) training on an ongoing basis to keep STB "top of mind"

- Perform regular “ride alongs” with DSR’s to support their sales efforts and directly engage end-user accounts
- Ensure new products are effectively introduced to distribution partners to achieve the desired revenue goals
- Work with distribution partners to resolve open issues and concerns, including delivery issues, customer complaints and/or payment issues
- All other distributor activities directed by management

***Sales Activities:***

- Continually cultivate a list of qualified sales leads and prospects using the “ideal customer” methodology
- Recommend sales, marketing and training support materials required to drive sales growth
- Meet with current and potential customers on a regular basis; understand customer needs and identify/propose product solutions; prepare professional sales presentations that are consultative in nature
- Perform regular business reviews with key accounts and broker partners
- Proactively engage internal resources to assist in closing high probability accounts as quickly as possible
- Identify and communicate new product development and product customization opportunities to the R&D team
- Manage current customer accounts and relationships; work to resolve open issues and concerns in a highly responsive manner
- Select, train and manage broker partners; set monthly sales volume and activity expectations with each broker; conduct broker sales meetings and training sessions
- Perform regular “ride alongs” with brokers sales reps to support their sales efforts and directly engage end users
- Participate in marketing events and activities as needed to support the attainment of business goals, including distributor shows, industry trade shows and other promotional events
- All other sales activities as directed by management

***Administrative Activities:***

- Provide accurate forecasts related to case/volume and revenue
- Maintain and update appropriate databases, sales pipeline reports and sales support systems relative to account activity, pricing, etc.
- Complete all necessary vendor paperwork including new vendor setup forms, promotion and price change notices and new product spec sheets
- Monitor competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.
- Provide written and verbal updates on sales activity and competitive activity to management; attend company sales meetings and training sessions as dictated by management

- All other administrative activities as directed by management

## **QUALIFICATIONS**

To perform this job successfully, an individual must have a demonstrated track record of pioneering new business. Candidates for this position will have: passion for our mission and ability to effectively communicate it as a part of the sales process, ability to quickly build trust and respect internally and externally, excellent communication skills (oral and written), Strong analytical skills; able to evaluate a situation, analyze data and outline a course of action, proven ability to prepare professional, data driven sales presentations and business reviews, ability to work under pressure in a dynamic environment, highly consultative sales style, strong sense of urgency, team player, organizational and planning skills, strong working knowledge of MS office (Word, Excel & PowerPoint), results orientated and display a high level of personal initiative and ownership for success.

## **EDUCATION and/or EXPERIENCE**

Bachelor's degree in related field highly preferred or the equivalent level of relevant work experience. Minimum of five (5) years of food service sales experience (manufacturer or broker-related) preferred; similar operator or culinary experience will be considered. Valid Driver's License required.

The Special Touch Bakery is an Equal Opportunity Employer and does not discriminate on the basis of race, age, color, religion, sex, marital status, sexual orientation, veteran status, national origin, or any other characteristic protected by law.