

# Rejuvenation



## Regional Sales Manager

**Department:** Sales  
**Title:** Regional Sales Manager  
**Reports to:** Vice President Sales

The Sales Departments' primary job is to create, nurture, and manage relationships to improve the merchandising of Eden foods. Teamwork between the Sales and Marketing Departments, and our broker network, best helps us realize vital relationships and enhanced merchandising.

### MAJOR FOCUS

1. Detailed knowledge about our food, strategy, policies, and procedures.
2. Create and manage territorial budgets.
3. Maintain a professional, courteous demeanor in all matters.
4. Knowledgeable about the operations and key personnel of retailers, distributors, brokers, and the market dynamics affecting their businesses, communicating appropriately to the Company.
5. Manage business consistent with Eden Foods' Terms of Sale, Purchase Orders, and Promotional (Incentive) Agreements. Business happens in writing. Business documents must always be dated and signed (initialed).
6. Enhance merchandising of the EDEN® brand.
7. Acquire and qualify sales leads, communicating them with pertinent information to the Department's central administration. Convert qualified leads into merchandising.
8. Manage others employed by the Company and ensure value for their cost. e.g. brokers and demo personnel.
9. Strive for harmonious and complimentary work between Eden Foods' Sales and Marketing efforts.

### DUTIES AND RESPONSIBILITIES

- A) Ensure healthy and timely communication to and from Eden Foods.
- B) Managing business on behalf of the Company requires regular personnel presence.
- C) Consistently contribute to the maintenance and accuracy of pertinent Company databases and business information.
- D) Develop and maintain relationships with Retailer, Distributor, and Broker staff.
- E) Develop new business, including enhanced merchandising and distribution of our food.
- F) Oversee proper use of Company property, including trademarks and intellectual property, communicating appropriately with the Company wherever and whenever necessary about them.

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- G) Provide messages to those outside the Company that are consistent with the Marketing Department's strategy, details, and guidance, as well as our Terms of Sale.
- H) Provide weekly expense and sales activity reports.
- I) Prepare a Quarterly territory report communicating notable developments, events, competitor activities, problems, broker appraisals, sales activity results, and other information that conveys market conditions. Prospect tracking and progress reports should be included in the Quarterly report.
- J) Accurately, timely, and thoroughly communicate with supervisor.
- K) Submit paperwork consistent with your duties.

## **JOB REQUIREMENTS**

- A) Five (5) Years of food industry experience. Business management, sales, marketing, food manufacturing, consumer package goods, distribution, and retail experience a plus.
- B) Written and verbal communication skills must be excellent.
- C) The ability to travel and navigate.
- D) Excellent organization skills.
- E) Planning and scheduling skills. Reliable follow up and follow through.
- F) Computer aptitude - Microsoft Office (Excel and Word primarily), PowerPoint, FileMaker, and Email. Need to learn various company databases and programs and be proficient in them.
- G) Must be physically able to travel independently, safely lift up to 50 pounds from the seat or trunk of a vehicle, and carry by hand into business offices or retail stores. This common process involves climbing stairs and traversing obstacles.

This job description is not intended to be all-inclusive or be a complete representation of tasks required. Employees will also perform other duties as assigned by immediate supervisor and management.

Eden Foods reserves the right to modify job duties and responsibilities.

This job description does not constitute a written or implied contract of employment.

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