

Northwest U.S. Regional Sales Manager

Job Description at Eden Foods

17 July 2026

Background

Eden Foods is a 58-year-old natural food company offering artisan, authentically organic pantry food since 1968. Principled business practices and discerning food selection have consistently set Eden Foods apart in the food industry. Persistence in the initial Company goals has guided it.

Regional Sales Managers (RSMs) are central to essential relationships in progress toward the goals. Collaborative work amongst themselves, Clinton, Michigan's Sales staff, and a food broker network is fundamental. Healthy, timely, accurate, and thorough communications are paramount.

The Sales Process is – Open, Qualify, Present, Close, and Service.

Duties and Responsibilities

1. Organize – Prioritize – Collaborate (Create)
2. Develop working relationships within supply chain systems to ensure Eden items are made available to people and are well merchandised.
3. Straightforward, forthright, and professional demeanor and communications, succinctly and reliably carried out with those you work with, inside and outside of the Company, is encouraged and expected. Accurate and thorough communications are crucial.
4. Maintain goals and energy focused on strategy, plans, and tactics to nourish relationships, share food knowledge, record data, and achieve merchandising.
5. Gather facts for the proper Qualification of prospects and customers.
6. Manage, train, and direct Eden food brokers. Work to educate them about Eden Foods and what it offers in terms of goods and services. Develop and maintain oversight of Eden Foods' brokers and the value they deliver to Eden Foods, customers, and prospects.
7. Become and maintain up-to-date knowledge about food, the food industry, and key personnel in it.
8. Proactive maintenance and updates of Eden-stored data and records.
9. Provide the Sales and Accounting Departments with projections that are 10% plus-or-minus of what is eventually experienced, including timely updates to them as needed.
10. Allocate promotional budgets in collaboration with the headquarters' (HQ) staff and brokers.
11. Provide terse, thorough, timely, and accurate Incentive Agreement data to HQ for their completion and consideration.
12. Proficient use of Eden Foods' business systems within software such as Salesforce (CRM), Microsoft Office (Word, Excel, PowerPoint), macOS,

Google Mail and Calendar, Paylocity, the AcctVantage ERP, FileMaker Pro, and prudent security habits.

13. Continuous improvement in relationship communications with distributors, retailers, co-ops, eCommerce businesses, food businesses, Eden Foods brokers, and personnel at Company facilities.
14. Collaborate with Purchasing and Marketing in carrying out your duties. Work with other Departments as necessary and practical.
15. "Business happens in writing." Date and sign pertinent communications of all sorts. Writing creates, nourishes, and requires relationships.
16. Distribute Company messages to accurately convey Eden Foods' work, services, food uses and benefits, and opportunities for win-win business.
17. Collaborate with Accounting and customers regarding receivables and credit management. It is not sold until it is paid for.
18. Manage business consistent with Eden Foods' Terms of Sale and Incentive Agreements. Customer dealings that do not comply with the Terms of Sale must be professionally documented and submitted as an Incentive Agreement (IA) in a timely manner. Common courtesy requires that, after the approval of an IA, Eden Foods must provide it to the other parties of the IA in a timely and succinct manner.
19. Help oversee and protect Eden Foods' rights related to its trademarks and intellectual property, such as copyrights and brand names.

Necessary Skills

- A. Education and experience suitable for performing Sales Management tasks in the food industry.
- B. Ability to build sound business relationships with other professionals.
- C. Organizational skills with attention to accurate detail.
- D. Ability to communicate in a straightforward and forthright manner within the company and with others.
- E. Reliable follow-up and follow-through.
- F. Sound written, verbal, and computer skills.
- G. Forward-thinking entrepreneurial willingness, initiative, and enthusiasm.
- H. Be able to travel independently.
- I. Professional maintenance of reliably high moral and ethical standards.

This job description is not intended to be all-inclusive or a complete explanation of all duties. Employees are required to perform duties as assigned by their immediate supervisor or Eden Management. Eden Foods reserves the right to modify job duties and responsibilities as needed. This job description does not constitute a written or implied contract of employment. []