

Rejuvenation

Regional Sales Manager



Department: Sales
Title: Regional Sales Manager Company and Food Items Representation
Reports to: Vice President Sales

Eden Foods territory representative and business manager's job is to manage business relationships, learn and educate about Eden foods, with the goal being enhanced merchandising of America's purest food; tracking and managing information as part of a company and Sales Department team. Teamwork with others at, distributors, our broker network, and company headquarters, is required.

MAJOR FOCUS

1. A long-term, systematic plan managed consistently with immediate demands is required. Timing is everything. Prompt professionalism is required. Detailed knowledge about our food, strategy, policies, and procedures. Listen to retailers to understand barriers to the merchandising of our brand. **Solve problems.**
2. Plan, prepare, and manage the budget for the territory.
3. Maintain a courteous, professional demeanor in all matters.
4. Become knowledgeable about the operations and key personnel of retailers, distributors, brokers, and the market dynamics affecting their businesses, communicating appropriately to the Company. Market changes are ongoing.
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.
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. broker personnel and demo people.
9. Strive for harmonious and complimentary work involving Eden Co. Sales and Marketing efforts. Communicate appropriately with headquarter Depts.

DUTIES AND RESPONSIBILITIES

- A) Good judgment and timely communication, to and from Eden Foods.
- B) Managing business for Eden Foods requires a regular personnel presence.
- C) Consistent updates and maintenance of accuracy of company databases and pertinent business information.
- D) Develop and maintain relationships with Retailer, Distributor, and Broker staff.

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- E) Develop new business, 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.
- G) Deliver messages from the Company consistent with the Marketing Department's strategy, details, and guidance, as well as our Terms of Sale.
- H) Provide on-going 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 about 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.