

Job Description



Eden Sales Department

Position **Regional Sales Manager**
Reports to **National Sales Manager**

Overview

Eden Foods is a revolutionary, persistent, 54-year natural food company selling an artisan collection of the best food in America. Rigorous standards of ethics and operations to ensure the quality of food that people deserve.

The Regional Sales Manager (RSM) is responsible for customer relationships, education of others about our goods and services, acquire distributors, and merchandise Eden Foods products, while working in concert with the Company's Sales, Marketing, and Purchasing Departments. Build out the availability of the 54-year natural food brand EDEN.

Five Steps of the Sales Process – Open Qualify Present Close Service

Duties and Responsibilities

1. Develop, articulate, and carry out strategies to nourish business relationships, improve product knowledge, capture data and demographics, and effectively merchandise Eden Foods products.
2. Stay up to date with the state of the industry and changes that will impact the industry and distribution channels.
3. Participate in budgets and projections.
4. Generate and qualify prospects, enhance merchandising, and increase distribution options.
5. Meet with retailers and distributors to discuss their needs, coordinate sales efforts, and improve the quality of the company's relationship.
6. Manage relationships with brokers, distributors, and Eden staff to best meet sales and revenue goals.
7. Communicate effectively with brokers, distributors, and customers at retail up through their corporate Headquarters.
8. Communicate company messaging to accurately convey Eden Foods strategy, needs, and Terms of Sale.
9. Align Sales and Marketing efforts wherever appropriate.
10. Profitably increase sales volume through judicious, straightforward, and forthright utilization of incentives.
11. Manage business consistent with Eden Terms of Sale and Incentive Agreement systems.
12. Communicate timely, appropriately, and efficiently with Eden staff, including weekly updates and reports as required.

Rejuvenate

13. Become a competent and reliable user of Eden Foods's business systems including Salesforce CRM and AcctVantage MRP.
14. Oversee proper use of EDEN brand intellectual property.



Job Requirements

- A. Education suitable for carrying out professional Sales Management tasks.
- B. Ability to build fruitful relationships with retailers, distributors, and the company's broker network.
- C. Food industry experience
- D. Ability to reliably 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. Organizational skills
- H. Forward thinking with entrepreneurial willingness, initiative, and enthusiasm
- I. Must be able to travel independently
- J. Professional maintenance of 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 other duties as assigned by their immediate supervisor or Eden Management. Eden reserves the right to modify job duties and responsibilities as needed. This job description does not constitute a written or implied contract of employment.