

## **Sales Representative Job Description**

### ***Job Responsibilities:***

- Call on retail accounts as assigned, both existing and new.
- Present new product introductions.
- Create and present promotional opportunities through the retailers advertising vehicles on/or off shelf.
- Process and follow up on orders as necessary.
- Coordinate demonstrations in retail accounts.
- General retail detail; stocking shelves/cold boxes where possible, tweaking shelf sets and displays or building displays and performing resets, check for accurate shelf tags, rotate stock, apply POS and coupons where allowed, police pricing and promo execution and make a general stamp on each store visit.
- Merchandising new stores and existing stores.
- Ability to comprehend and use sales data in presentations (SPINS, etc.)
- Participate in trade shows/table top shows as directed by management.
- Maintain store sets/testers/merchandising units/racks/literature.
- Help coordinate educational seminars/trainings.
- Sell overstocks/distressed merchandise.
- Traveling with Principals as needed.
- Conduct retail audits as necessary.
- Keep sales books updated.
- Communicate with Sales Manager regarding sales issues and objectives.
- Respond timely to all correspondence.
- Update Home Office in a timely manner on receipt of information on new principals.

### ***Skills/Qualifications:***

This is a full-time position ideal for someone with 2-5 years food sales experience. We are looking for a team player with a positive, “can do/do whatever it takes to get the job done” attitude. Someone with the ability to thrive in a continuously changing environment, who is flexible and has an entrepreneurial spirit. Well organized, passionate, self-starter with strong sales and merchandizing skills. Experience in the Natural Products Industry is a plus.