



Job Description

Food Service Territory Sales Manager

Job Title: Food Service Territory Sales Manager – Education & Government

Reports to: National Sales & Marketing Director – Education & Government

Status: Full-Time, Exempt

Job Code: 53802

JOB SUMMARY

This position (TSM) is responsible for conducting sales activity, and developing key customer relationships, focused primarily on Key Operators within the Foodservice (FS) Non-Commercial segments, primarily Education (K12 and College & University). TSM will be accountable for ongoing measurable sales results and utilization of the CRM software system for tracking progress and account development. Additionally, TSM would provide limited FS Broker personnel support, working exclusively with their Operator Teams, calling on Education accounts, and training their staff. Key Direct Operator Activity would consist of researching and developing customized sales presentations for Target K-12 School Districts. Other Key Activities: Exhibiting at Food Shows; Management of Commodity Processing Program; Conduct Operator and Broker training as needed in order to increase product knowledge, manage & accomplish sales quotas, and meet sales objectives. This position will also work with existing customers to maximize profitable sales by making sales presentations on identified new item opportunities. TSM will be responsible for all Education Bids within their territory and for new targeting and executing new bid specification and placements with the support of an Administrator at HQ. This role will be primarily focused on developing new business at current customers or new customers. TSM will need to be able to demonstrate excellent written and verbal communication with all customers. Due to the nature of our business, duties and responsibilities may be added, deleted or changed at any time at the discretion of management, formally or informally, either verbally or in writing.

PRINCIPLE ACCOUNTABILITIES

Operator Accounts - Education

- Target Top 125 Districts within the Identified Territory
- Top 100 National Districts within Territory (support in conjunction with National Sales Director)
- Top 100 Self Operated Colleges Within Territory (support in conjunction with C&U Lead Mgr.)
- All School District Cooperatives / Lead Agencies (within each state within the Territory)
- Focused FSMC Districts & Coops (Chartwell's)
- FSMC HQ calls (in conjunction with National Sales Mgr.)
- Target CACFP Districts & Opportunities
- Food Bank Local Calls (in conjunction with National Sales Director)
- ALL accounts within a Red Gold Direct Territory (work with TSM - Distribution) – if applicable

Food Service Brokers

- Establish and obtain sales forecast by FS Operator by item for current SY and future SY and FY
- Identify "Product Distribution Voids" and influence new product placements
- Establish rapport with Operator personnel (Marketing, Sales, Bid Department, etc.)
- Conduct Sales Meetings/ Train Sales Reps / Make calls together
- Work with National Sales Manager to create Broker objectives and manage results through monthly calls & training. Conduct bi-annually reviews including setting annual goals and objectives.

Food Shows

- Participate in all Education Operator Food Shows
- Execute K12 Food Show Plan, with the FS Broker, that includes Pre-planning / Email outreach to key districts prior to show/ Setting specific show objectives/ completing show recaps, including samples & specific operator follow-up with timeline/ develop new relationships (cases) /conduct results assessment
- Plans/ takes lead and executes all Education Food Shows within a Red Gold Direct Territory.

Revised Date: 1/16/2019



Education Bids / Commodity Allocation Management

- Minimally, secure top 10 bids in each state of the Territory, analyze bid award data by 8/31 of each year. Work with FS Brokers and their databases to gain information on key bid opportunities and develop plan to target items.
- Create Red Gold target list of key items for specification and approval for the following year based on non-awarded items and new product opportunities. Target: July 1 of each year
- Establish working relationship with the Education Bid Department of FS Broker in order to be able to effectively respond to Bid requests and secure competitive information to generate Tier 3 Bid Opportunities.
- Work with Red Gold Senior Bid Administrator on all Commodity Specific Bids.
- Manage Commodity Pounds and Allocations on a monthly basis to maximize usage and create new allocation opportunities.

Sales Administration

- Demonstrate excellent planning and organization skills to be able to organize your daily, weekly, and monthly goals and objectives with detailed action plans.
- Engage in clear verbal and written communication both internally and externally (brokers and customers).
- Food Show Planning and Follow-up
- Attend Food Service Sales Meetings two times per year; Attend QA Cuttings 1 time per year
- Submit Weekly Sales Call Recap Reports
- Utilize CRM System to submit specific Call Data Reports
- Utilize Remote Office Working Environment protocol via Shared Outlook Calendar
- Conduct Market and/or Customer Research/ Analysis
- Utilize PowerPoint to build customer specific presentations from existing templates



EDUCATION AND EXPERIENCE

- Bachelor's Degree -Business Management or Marketing preferred
- 3 - 5 years of foodservice experience in FS Broker management, direct sales,
- 1 -3 years of K12 Education sales and/or operator experience highly preferred
- SNS Certification desirable

KNOWLEDGE, SKILLS, AND ABILITIES

- Proficient in Microsoft Office applications – subject to assessment evaluation
- CRM Software experience preferred
- Internal /External Software Applications (Stratum, K12foodservice.com, etc.)
- USDA Meal Program and Commodity Programs
- SNS Certification, or obtain within 2 years of employment date

SUPERVISORY RESPONSIBILITIES

Direct: None

Indirect: None

PHYSICAL REQUIREMENTS AND WORKING CONDITIONS

- Able to travel via car or airplane
- Able to carry and set up displays for food shows
- Able and willing to work weekends (with limited “excused absences” – key aspect of job)
- To perform this job successfully, the physical demands listed are representative of those that must be met by an employee
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions
- While performing the duties of this job:
 - The employee must be able to remain in a stationary position 50% of the time whether that be sitting or standing
 - The employee must be able to use fingers to constantly operate a computer or other type of office equipment
 - The employee in this position must be able to regularly walk
 - The employees must be able to use hands to handle and feel
 - The employee must be able to reach with both hands and arms
 - The employee must be able to visually detect, perceive, or recognize in near and far distances
 - The employee must be able to converse or convey with other individuals
 - The employee may occasionally be required to crouch
- The employee may occasionally lift/carry items as heavy as 35 pounds



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JOB COMPETENCIES

- Ethics/ Integrity/ Trust
- Attitude and Commitment
- Diversity
- Customer Service
- Company Engagement
- Quality
- Cost Consciousness

Other

- TBD
- TBD