



## Concept Representative

<b>Reports to:</b>	Senior Channel Sales Manager
<b>Base:</b>	Field Based
<b>Hours:</b>	Full Time
<b>Type:</b>	Permanent
<b>Additional:</b>	Company Car, Commission & IT equipment

**Overall Purpose of the Role;** To grow customer sales and deliver increased return on investment for DDF through auditing sites with equipment & concept placements for compliance. Deliver bake off training to store / site staff and ensure they are baking, presenting & displaying to the required Delice de France standard. Through audit of guardrail compliance & bake off training identify product gaps & sell in for next available delivery.

**Key Relationships;** Customers, Field Sales Team, Channel Team, Telesales, Marketing Team, Hardware Team, Chef Team.

### Main Duties & Responsibilities include;

- Complete site audit ensuring all DDF owned equipment is checked & identified thru serial number – any discrepancies should be flagged to the Hardware team as soon as possible after completed visit (max 24 hours). All discrepancies should be fully investigated & the findings supplied to Hardware.
- SBC compliance checks – ensure all products are in line with authorised product list – any non authorised products should be disposed of, store owner / manager briefed & reminded of guardrails and DDF account manager made aware so they can follow up at head office.
- Ensure all equipment is clean & that cleaning log books are in place & clearly demonstrate that the site has a cleaning rota / routine in place. Flag to the owner / manager any concerns on equipment cleanliness (front of house & back of house).
- Discuss with the store manager and person responsible for FTG / Bakery what they are baking, when & in what quantities, make sure they are completing their daily log – vary store visit times if concerned about when they are / aren't baking
- Availability is key – little & often – work with the store to build confidence on baking – may have wastage to start but if selling the correct products once customer base is built then wastage will reduce
- Bakery training – hints & tips for best bake, ensure oven & programme settings are correct for product range. Show site staff how to tray up, bake off, cool off, decorate, present & display.
- Identify product gaps & sell in.
- Manage territory on a daily basis achieving required visit frequency by account classification.
- Work with the Sales Development Rep / Channel Manager / Channel Exec to ensure correct equipment is in the right locations and that an action plan is in place to deliver ROI. Follow agreed processes for withdrawals, down grades, upgrades etc.
- Actively convert customers to Webshop.
- On a monthly basis share a territory business plan with National Sales Controller detailing performance to date & forward actions.
- Use reports provided to establish current trends across account base & identify key actions & objectives by customer to be completed within journey cycle.

- Ensure all customer enquiries to be responded to within 24hours of receipt and to make sure all issues are addressed and resolved as quickly as possible.
- Continual improvement of product knowledge to share with customers to improve sales growth
- Train and present “Bake Off” and presentation of products in customer locations when required – new business wins for the sales team.
- Deliver launch days for new customers.
- To manage ROI within all equipment placements across the territory to ensure maximum return on investment, relevant action to be taken if equipment is delivering under investment target.
- To undertake any reasonable request asked of you by the management team.
- To always represent the Company in a professional and positive manner.

#### **Experience, Skills & Knowledge Required;**

- Passion for Food
- Experience in bake off
- Experience in training others
- Great communication skills: verbal, written & numeric
- Ability to convey difficult messages clearly and factually
- Field Sales experience preferably within a Retail Convenience setting
- Problem Solver
- Entrepreneurial
- Demonstrable Drive & Enthusiasm

#### **DDF Values & Behaviours;**

- Level 1
  - Entrepreneurial Spirit
  - Evolve
  - Building Bonds
  - Beam with Pride and Love What You Do
  - Innovative Excellence
  - Aim High
  - Commit to Action & Ownership