



Sales Development Representative

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

Overall Purpose of the Role; To deliver budgeted sales targets for a specific geographical territory by managing and developing existing customer accounts and actively prospecting, winning & opening new accounts.

Key Relationships; Customers, Field Sales Team, Channel Team, Telesales, Webshop, Marketing Team, Hardware Team, Chef Team, Sales Data Admin, Delivery Drivers and Accounts Receivable,

Main Duties & Responsibilities include;

- To develop existing customer accounts and actively prospect new accounts to ensure sales forecast and revenue targets are met at a ratio of 80% growth from existing customers and 20% new business.
- Visit existing Independent customers, work with them to grow sales looking at lost products, additional products to range/category, NPD, promotions – work with your Telesales buddy to ensure alignment & harmony on customer growth plan – use CE to share notes, actions & next steps.
- Visit and develop nominated national & regional accounts using ABL (Authorised buying lists) and period briefs / activities as issued by the Channel Manager / Executive & in line with agreed visit frequencies.
- Actively pursue & convert new business leads.
- Manage territory on a daily basis achieving required visit frequency by account classification.
- Communicate & agree plan of action with Telesales buddy.
- Actively convert customers to Webshop.
- On a monthly basis share a territory business plan with Channel Sales Manager 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.
- All data to be fully completed within Daily Sales Record & or CE. Weekly calendar to be updated minimum 4 weeks in advance.
- 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
- Present samples of products in customer locations when required.
- Deliver launch days for new customers.

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- Drive Concept sales in line with allocated targets.
- 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 follow agreed company processes and policies for pricing, samples, account opening, credit applications, credit requests, quality control.
- To undertake any reasonable request asked of you by the management team.
- To always represent the Company in a professional and positive manner.
- Identifying which prospect accounts are most valuable and making these a priority.

Experience, Skills & Knowledge Required;

- Passion for Food
- Great communication skills: verbal, written & numeric
- Competitive, Results Orientated
- Field Sales experience preferably within a Retail Convenience setting
- Problem Solver
- Entrepreneurial
- FMCG Experience
- Structured Selling Technique
- Demonstrable Drive & Enthusiasm
- Good PC & Microsoft Application skills
- Bakery Knowledge

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