

## Job Title: **SALES REPRESENTATIVE-CHAIN**

### SUMMARY

By incorporating the attributes of self-confidence, enthusiasm, product knowledge, creativity, and common sense, represents all distributor products to Grocery/Drug chain stores. Manages and provides guidance to Merchandisers assigned to merchandise specific store shelves, cold box, and floor displays approved by store management.

### ESSENTIAL FUNCTIONS

- Conducts distributor business in an assigned territory containing 15-35 accounts in such a way that an appropriate sales volume will be achieved.
- Through the use of business builders and trackers, pre-plans each call for maximum effectiveness.
- Gains knowledge of competitive sales trends and pricing in order to maintain specific pricing structures on all Gallo products.
- Knows the sales trends in each account, understands the business strategies and practices of each decision maker.
- Knowledge of products, promotional and merchandising programs to achieve and maintain 100% distribution achievement in every account.
- Demonstrates entrepreneurial spirit for seeking out new accounts.
- Listens carefully to needs and preferences of retail decision makers.
- Uses data facts and figures, IRI, etc. to correctly make persuasive sales presentations.
- Overcomes objections raised during a sales presentation.
- Manages and provides guidance to Merchandisers assigned to merchandise specific store shelves, cold box, and floor displays approved by store management.
- In the absence of a Merchandiser, merchandises products through use of Point of Sale materials, cold box and shelf management, and creative mass display to stimulate impulse sales.
- Provides continuing and conscientious service to each account by managing accounts receivable, inventory, rotating display product, cold box product, and shelf stock when necessary.
- Maintains up to date route cards and account records.
- Uses pocket PCs for storing and reporting sales information.
- Provides management with accurate daily sales reports and display trackings.
- Complies with all the distributor policies and procedures.
- Effectively handles special in-store problems and reporting that might occur from time to time.
- Projects a professional appearance while being resourceful, friendly and persistent with retail decision makers.
- Maintains a cooperative attitude with management and provides reports that are accurate and on time.
- Practices safe work and driving habits and, if accountable for others, ensures their understanding and compliance of such habits.
- Maintains satisfactory attendance, to include timeliness.
- Responsible for understanding and complying with applicable quality, environmental and safety regulatory considerations. If accountable for the work of others, responsible for ensuring their understanding and compliance.
- This job description reflects management's assignments of essential functions; it does not prescribe or restrict the tasks that may be assigned.

### SUPERVISORY RESPONSIBILITIES

N/A

## MINIMUM QUALIFICATIONS

- High school diploma or State-issued equivalency certificate.
- Bachelor's Degree; or 4 years of retail sales experience reflecting increasing levels of responsibility; or Senior class standing at a college or university and working towards a Bachelor's Degree.
- Candidates for this position must have a valid driver's license and a safe driving record. Required to obtain a California driver's license or appropriate state driver's license within 30 days of hire.
- Required to have a car or personal transportation to access multi-store locations within assigned area and transport large point of sale materials.
- Required to lift and move 45-57 pound cases of product.
- Required to be able to physically capable of executing all essential functions to perform the job.
- Required to be at least 21 years of age.
- Required to live with-in or in close proximity of assigned territory.

## PREFERRED QUALIFICATIONS

- Bachelor's degree plus 2 years of retail sales experience reflecting increasing levels of responsibility.
- Experience working independently in the field.
- Innovative, entrepreneurial spirit, open to new ideas and challenges.
- Strategic thinker with ability to build rapport easily with customers and colleagues.
- Leadership aptitude or skill. Highly developed verbal and written communication skills.
- Strong listening and presentation skills.
- Well-organized with highly effective time and activity management skills.
- Good problem solving skills.
- Demonstrated teamwork experience.

## PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Required to lift and move 45–57 pound cases of product.
- While performing the duties of this job, the employee is required to be on his/her feet for long periods of time and frequently bends, stoops, climbs and reaches with arms and hands.

## WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The temperature, noise level and cleanliness of the work environment vary with each retail account.