**Position Details – Sales Representative**

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| **Location:** |  | **Reports to:** |  |
| **Direct Reports:** |  |  |  |
| **PD Last Updated:** | April 2019 |  |  |

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| **Our Organisation** |
| [insert description of your organisation – this could include vision, mission, values, strategic direction, and a description of your organisational culture] |
| **Key Responsibilities** |
| 1. Implement the organisation’s sales strategy with a defined territory. 2. Maintain existing customers and develop new customers through exceptional customer service. 3. Actively drive product sales through the on and off premise market. 4. Develop and manage a range of promotions, events product releases including ‘tap takeovers’, meet the brewer and in store tastings. 5. Develop a strong customer base though an active call cycle. 6. Complete regular reporting on activities and ensure CRM tool is always accurate and complete. 7. Represent the organisation’s brand, culture and values to its customers. |
| **Staff Supervision** |
| No. |
| **Experience** |
| 3+ years in a sales environment in food manufacturing and grocery sectors. Beer/spirit or wine preferred.  Proficiency in financial management. |
| **Education** |
| Duty Managers Certificate (advantageous) |