

Job Description

Job Title: Foodservice Sales Representative

Last Revision: January 11, 2012

Job Summary: To maintain and increase total territory and ensure sustainable and profitable business growth for Atlas Wholesale Food Company. To obtain customer orders, increase penetration of items for customers, satisfy customer needs and ensure customers are within payment terms.

Essential Duties and Requirements of the Job and % of time spent performing them (listed in order of importance):

1. 40% Maintain and increase account sales for existing account and prospecting new customers. Ensure that customers are placing orders by meeting with them to obtain orders, getting them to call in their orders, or by placing them via fax. Increase Atlas's product penetration in accounts to grow sales.
2. 10% Arrange for payment either by collecting or arranging for terms of payment from customers.
3. 10% Sales Meetings, maintaining accurate paperwork, pricing guides, and order guides for customers.
4. 20% Mine for sales, follow up on sales leads, create presentations for new customers.
5. 15% Keeping customers satisfied through special deliveries, making sure special quoted pricing is given, and customer complaints are handled promptly.
6. 5% Demonstrate new products to customers.

Other duties as assigned including:

1. Keeping customers within payment terms of sale.
2. Creation of customer aides, customer order guides, special sheets, ext.
3. Make sure customer prices are accurately updated in our system through updated pricing templates
4. Monitoring special order items for customers to ensure that we have them in stock.
5. Make merchandise pick-ups when needed.
6. Maintain sales log of daily activity, and submit the log to the sales manager, weekly.
7. Attend weekly Sales Meeting and share ideas.
8. Other duties as assigned.

Skills Required to Perform the Essential Duties of the Job:

1. Organized, ambitious, self-starter, honest, ethical.
2. Friendly and personable and ability to deal with many types of personalities.
3. Meticulous about their orders and ability to follow through on promises, quotes, etc.
4. Responsible for using personal cell phone and maintenance of personal vehicle for business purposes.
5. Product knowledge of Atlas inventory, and an understanding of restaurant supplies.
6. Detailed understanding of Atlas's operation and day to day functions.
7. Mastery of the following tools: Updating customer order guides, quoting from competitor invoices, Pricing Template tool.
8. Other duties as assigned

Educational Requirements Needed to Perform the Duties of the Job:

1. 2-4 years Foodservice Sales Experience
2. Foodservice Sales Training.
3. Bachelors of business administration preferred.

Physical, Mental and Psychological Requirements to Perform the Essential Duties of the Job:

1. Sound physical, mental, and psychological health.
2. Must be able to lift 100lbs for special deliveries to customers.
3. Respectfulness to supervisors, co-workers, and customers.
4. Must maintain a neat appearance. Dress code is business attire; no denim.

Licensing or Other Special Certifications Required:

1. Clean driving record.

Job Description Approved by: _____

Atlas Wholesale Food Co
5100 St. Jean, Detroit, MI 48213