

## **Retail Account Sales Manager (Fresh Produce Experience Only!)**

Southern Specialties, Inc. | Pompano Beach, Florida

Food – Fresh Produce

Dynamic base, Bonus performance based bonus)

An Exciting new opportunity for a seasoned go-getter that has experience in Retail Sales Development and ideally experience in the commodities of Asparagus, Beans, Snap peas and Avocados. We are an established and recognized Fresh Produce Specialties company and are continuing to grow the market share here in the US. If this interests you? Great time to shine!! Compensation is excellent. Full benefits, PTO, healthcare, dental, vision, life and profitable company 401k plan.

The ideal Retail Sales Account Manager is responsible for developing and growing of retail customers; to actively grow business with them in a manner which drives category sales for the mutual benefit of both the company and the customer. This role will also be responsible for the sales strategy within the United States to target and bring on new retail grocery and mass merchant customers by either winning direct business or partnering with existing vendors to sell-through the company's products. The role will assist in the sales administration to ensure a high level of customer service and minimal internal errors in processing of sales.

### **CURRENT CUSTOMERS**

- In joining together with the Director of Sales, agree sales volume and profit targets to be reviewed quarterly. Build in to the sales plans innovative marketing and promotional activity to increase product awareness and drive category sales with each customer
- Meet with customer buying contacts on a quarterly basis to enable delivery of agreed sales targets
- Understand in depth the dynamics of the category and where threats and opportunities may lie and incorporate these in to the business plan
- Be innovative in all aspects challenging the status quo to propose new packaging and marketing as required to drive category sales
- Where necessary, use external expertise to analyze the category and build a relationship with the customers own replenishment teams to build the reputation of the company as a dependable quality supplier with excellent category and customer specific knowledge

### **NEW CUSTOMERS**

- In joining together with the Director of Sales, agree a plan to target new customers and review quarterly. In advance of approaching all potential customers the plan should be revised to take in to account market conditions as necessary
- Where necessary use external expertise to enable the company to be acknowledged as a leading supplier in the produce industry
- Use an innovative approach to new product listings by understanding in depth the needs of potential new customers and which product types and formats would appeal to their customer base

### **NEW PRODUCTS**

- Agree a new product sales strategy in conjunction with the Director of Sales and Director of Procurement to be reviewed quarterly
- Develop relationships outside of the category team with all customers to ensure they understand the range of products the company can offer
- Understand the challenges in the market place for products which may be supplied by the company and use this knowledge to propose new supply opportunities through the organization

Together with the VP of Business Development and Director of Sales ensure cost effective creative design, social media and web management is in place at all times and where necessary review and consult with the wider company team to look for savings to processes

If this position sounds of interest and you are considered a solid sales person with a stellar reputation, I look forward to sharing additional information with you. Only the resumes that do have the specific experience will be contacted. All the Best, Claudia Carreras, Talent Recruiter

Should your background match the above qualifications please apply with a Word copy of your resume and include your current salary history.

We are drug-free workplace – all candidates must satisfactorily pass a drug test and background screening. **Equal Opportunity Employer**

Send your resume to: [ccarreras@southspec.com](mailto:ccarreras@southspec.com)