

Rhythm Superfoods Area Sales Manager Job Specification

Position Title:	Area Sales Manager
Reports To:	Senior Sales Manager-Eastern Division
	Email resumes to kbottenfield@rhythmsuperfoods.com
Location:	Southeast and Florida Regions plus some Natural Accounts in VA and MD
Job Purpose:	The Area Sales Manager is charged with managing, growing and fostering the company's interest in the conventional and natural grocery channels, with a higher focus in Natural Markets, managing distributor and broker relationships.

Job Responsibilities *(What the job holder has to do in order to achieve the job purpose.)*

Responsibilities	Key Components	Priority % of Time
Sales Activities	<ul style="list-style-type: none"> • Actively manage key accounts in natural channel • Assist in regional grocery chain HQ calls, strategy execution, etc. • Strategically plan distribution gains and programs to support sales, space and relationship • Maintain category review schedule for accounts • Attend all appointments with key customers • Attend sales shows, demos and events to support territory and RSM • Analyze relevant data and prepare fact based presentations • Keep a detailed pipeline analysis to follow up on accounts, utilizing company CRM tools • Present data and company information to assist in gaining new distribution, placement and accounts. • Sell in and support new items • Manage deduction activity with support from SSM • Sell in and support merchandising programs to include case stacks, endcaps, etc. 	50%
DSD Activities	<ul style="list-style-type: none"> • Support region with additional UDS distributors to blanket markets in influencer accounts and independents. 	
Distributor Management	<ul style="list-style-type: none"> • Maintain, foster and facilitate distributor relationships • Communicate and execute company promotional calendar • Determine sufficient merchandising and program vehicles to support quid pro quo and guarantee fair share, lift and ROI on distributor and customer programs. • Follow distributor geographically to identify opportunities, make sales calls • Communicate expectations and monitor progress 	15%
Broker management	<ul style="list-style-type: none"> • Meet regularly with broker personnel to foster cohesive relationship • Support brokers with samples, presentations, data • Conduct ride along events to determine broker effectiveness • Communicate expectations and monitor success for display activity, sell in success, product placement and deal submission 	30%
Alternate Channel	<ul style="list-style-type: none"> • Support Rhythm with advancement of brand outside of conventional and natural grocery, to include Foodservice, Mass, Club and other channels upon need. 	5%

Decision Making Responsibilities		
<ul style="list-style-type: none"> Assess viability of accounts during prospecting, and follow protocol for securing space with free fills, etc. 		
Job Dimensions		
Reporting Relationships		
Direct <i>Report to</i>		Indirect
<ul style="list-style-type: none"> Senior Sales Manager 		<ul style="list-style-type: none"> Vice President of Sales
Working Relationships		
Internal		External
<ul style="list-style-type: none"> Work closely with entire sales team and AUS office. 		<ul style="list-style-type: none"> Working relationship with entire customer base.

Environmental Considerations

Current Challenges:	
<ul style="list-style-type: none"> Maintaining existing distribution and velocity while growing new business. Monitor competitive environment and propose solutions to threats Rapidly and profitably gain new distribution 	
Short-Term Expectations/Deliverables:	
@ 1 Months	Establish relationships with Whole Foods regions and increase distribution with approved items per SSM
@ 3 Months	Have assumed responsibility for all Natural Grocers within region and gained specified distribution in Whole Foods accounts.

Critical-to-Quality (CTQs) Person Specification – For selection, interview and testing

(The experience, qualifications, knowledge and skills needed by the job holder to achieve the job responsibilities.)

Necessary, must-have role related knowledge, skills and experience at selection: No more than four (4)	
1. Self motivated and able to work with solid direction, and little day to day management	
2. Presentation skills; excellent verbal and written skills.	
3. Exposure to natural products industry and personnel	
4. Interpersonal skills; ability to develop strong relationships with customer and with internal teams	

Competencies

(The competency that needs to be consistently displayed by the job holder to achieve the job responsibilities.)

Core Competencies	Priority % of Time	Role Specific Competencies	Priority % of Time

• Selling skills/communication	50%	• Good negotiator and communicator	40%
• Function independently/individual initiative	30%	• Customer relations	40%
• Relationship building	20%	• Work within CRM tool	20%

Proven Track Record Needed – Demonstrated abilities in order to execute immediately

May include financial scope, employee’s managed, complexity: <i>(Interview must test for evidentiary support)</i>
• Demonstrated ability to work in low structure environment while being a self starter.
• Demonstrated success in with brand leadership and relationship building with customers
• Proven record of overcoming obstacles, demonstrated tenacity
• Experience in a fast paced environment with track record of results

Job Requirements

• Strong work ethic	• Independent worker.
• 2+ years in Industry	• Above average computer skills
• Ability to travel within market as required	• Analytical
• Self motivator with good interpersonal skills	• Natural and Organics sales experience
• Organized and task oriented	• Knowledge of customer base
•	•

Compensation

• Salary and bonus
• Reimbursement for business related expenses
• Auto allowance