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# Job Description – Field Sales Executive

£25k-£28k (depending on experience) + car + sales growth bonus

## Main purpose of job

## To manage a set sales area in the central region, by visiting & servicing existing accounts in the territory & actively visiting new leads & opportunities. You will establish a core DIFG range within each account, educate customers, sell in promotions & new lines, and communicate clearly & concisely with your customers to develop a strong business relationship. You will be expected to liaise with the DIFG Senior Sales Managers and the internal telesales team in identifying opportunities and growing the key accounts across the region including Foodservice sites, Independent Cafes, Hotels and Pubs.

## Main duties

* New Business: Work together with the DIFG Sales team to identify potential new sites / customers to stock our DIFG brands and unlock new business based on our company and personal objectives.
* Existing Business: Increase repeat custom from existing accounts.
* Sampling & Activation: Increase customer awareness of DIFG brands by sampling in key accounts, POS placement and merchandising, as well as liaising with our 3rd party brand partners in the growth of site AOV’s.
* Communication with the key contacts in each site – to collect customer data and wider client contacts, grow existing sales, manage delivery expectations, and collect client feedback.
* Manage planogram agreed range in any Key Accounts – provide timely feedback to the Senior Sales Manager on any in store implementation details as required.
* Regular meetings with management to track progress of territory and make changes where necessary.

**Relationship Management**

* Develop and maintain long term strategic relationships with your customer base to ensure DIFG is preferred supplier.
* Be involved in developing a structured way of working with all DIFG Senior Sales Managers & internal telesales team.

**Analysis & Reporting**

* Regularly review, analyse and report on sales performance.
* Use internal CRM to inform the sales team on what is going on in the field and how you can optimise sales.

**Business Planning**

* Continuously reviewing and making changes to optimise territory in conjunction management.
* Regional trip planning / optimisation

**Skillset**:

At least 1 year selling experience.

Engaging and dynamic

Influencing – ability to influence outcomes.

Multi-task - can manage multi-task projects simultaneously.

Sound judgement – follows processes to make decisions critical to success.

Communication – highly articulate, adapts messages and style for different people and delivers exceptional presentations.

Builds relationships – drives results through people and builds long term partnerships.

Influencing – ability to influence outcomes.

Understands the customer - solutions based selling with a commercial lens and understands how to drive results through partnerships.

Full clean driving license preferential

Qualifications: Maths and English GCSE Grade C or above - Essential