

JOB DESCRIPTION



Job Title: Sales Representative

Date: October 2010

Department: TTP Sales

Role Purpose: The roll of the sales representative is to deliver business growth opportunities for all existing and high potential customers to achieve profitable long-term volume growth in the assigned territory.

Reporting Relationships:
Manager: General Manager

Key Results Area	Accountability	Key Performance Indicator
<ul style="list-style-type: none"> • Planning 	<ul style="list-style-type: none"> • Develop and regularly review individual store business strategy with customer and an understanding of the customer’s retail economics. • Follow up with the customer to review existing and prospective business strategy, analyzing results and demonstrating the results of sales initiatives to the profit of that business. • Maximize sales volume and contribution by setting monthly territory plans • Execution of national, local and other territory opportunities/activities by developing weekly fortnightly work plans. 	<ul style="list-style-type: none"> • Volume targets • Sales revenue targets • Contribution targets • Product type penetration targets as per territory plan • Systems: SFCRM, MYOB
<ul style="list-style-type: none"> • Territory Management 	<ul style="list-style-type: none"> • Ensure SFCRM database is updated with accurate information and customer interaction is recorded. • Check customer outlets to ensure Best Practice Product Management guideline are being followed. • Identify and follow up on new business opportunities. • Develop relationships with businesses, sporting clubs, schools and community groups as a representative of TTP. • Develop detailed knowledge including business locations and dynamics of all prospective customers in the territory. 	<ul style="list-style-type: none"> • Development and execution of territory plan • In-field assessment results • Net growth in customer base • 100% data accuracy and integrity of SFCRM
<ul style="list-style-type: none"> • Customer Service 	<ul style="list-style-type: none"> • Provide excellent customer service to all customers in territory or assigned by manager. • Ensure customers and potential customers are visited frequently according to territory plan. • Build and maintain effective, professional relationships with customers (both internal and external). • Ensure there is an annual plan to meet your customer’s needs. 	<ul style="list-style-type: none"> • Customer satisfaction surveys • 100% planned visits • Seamless service to customers • Leave plan
<ul style="list-style-type: none"> • Sales Growth 	<ul style="list-style-type: none"> • Sell TTP products, promotions, merchandising, standards and initiatives to the customer, demonstrating the value they create for the customer. • Demonstrate to the customer the impact on 	<ul style="list-style-type: none"> • New business targets • Net growth in customer base • Take up of new products and

	<p>their business by using TTP products and merchandise.</p> <ul style="list-style-type: none"> • Increase the customer base and volume per outlet within the territory. 	<p>promotions in territory</p>
<ul style="list-style-type: none"> • Resource Management 	<ul style="list-style-type: none"> • Communicate with production staff, equipment suppliers, distribution, accounts and management to ensure that services are provided to customers as required. • Manage all TTP resources in your territory, car, phone, laptop and other equipment. • Identify and maximize return on investment. 	<ul style="list-style-type: none"> • Seamless service to customer • Efficient use of company resources
<ul style="list-style-type: none"> • Merchandising 	<ul style="list-style-type: none"> • Manage TTP equipment within your territory ensuring we achieve company goals and return on capital expenditure. • Ensure all equipment loaned to customers is tracked within SFCRM and asset tracking documentation is completed. • Promote and recommend merchandising equipment to customers to maximize sales and profit for customers. 	<ul style="list-style-type: none"> • 100% data accuracy and integrity of SFCRM
<ul style="list-style-type: none"> • Professional Development 	<ul style="list-style-type: none"> • Continuously improve and maintain the skills and knowledge related to competent job performance 	<ul style="list-style-type: none"> • Identification and completion annually of learning objectives documented in individual development plan.
<ul style="list-style-type: none"> • Company Policy & Interaction 	<ul style="list-style-type: none"> • Demonstrate support and application of the TTP values within the work environment. 	<ul style="list-style-type: none"> • Manager, peer, and customer feedback • Contribute during team meetings
<ul style="list-style-type: none"> • Team Support 	<ul style="list-style-type: none"> • Achieve goals by actively taking part and contributing in a collaborative environment 	<ul style="list-style-type: none"> • Feedback on participation and contribution
<ul style="list-style-type: none"> • Other Duties 	<ul style="list-style-type: none"> • Take on other assigned duties or tasks as required by the business. 	

PERSONAL REQUIREMENTS:

Competencies

Action management
 Building partnerships and working relationships
 Business acumen
 Verbal and written communications
 Contribution to team success
 Customer focus
 Innovation
 Planning and organization
 Problem solving and decision making
 Quality orientation and work standards
 Competitive nature in achieving business goals and product market share
 Sales ability / persuasiveness
 Proficiency in core selling skills

Experience / Qualifications

Previous history and track record in selling or a similar roll (desirable)
 Previous history in the food industry (advantageous)