



Regional Sales Manager Job Description

Department: Sales

(x) Exempt () Non-exempt

Reports directly to: Sales Director

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JOB SUMMARY: This position is responsible for locating and working with distributors that sell our product to regional or national chain grocery stores. In addition, this position is responsible for selling to existing and new customers including national retailers, regional customers, and large single store customers.

MAJOR RESPONSIBILITIES:

- Meet sales objectives set by Sales Director.
- Constantly seek out new opportunities with chain and large stand alone stores within established geography.
- Execute seasonal promotions and product launches with current customers.
- Manage distributor relationship from company to distributor, and distributor to retailer.
- Visit retail locations in order to execute retail priorities and influence decision makers.
- Check distribution of our products via weekly store check in visits.
- Present and sell seasonal items and programs to all customers- both on the distribution side and retailer side.
- Establish new accounts that meet Moonstruck growth guidelines.
- All other duties as assigned.

QUALIFICATIONS AND EXPERIENCE:

- Extensive previous experience developing retail accounts for a high-end brand, preferably in the food industry.
- Experience in grocery or confectionary sales is preferred.
- Experience in working with brokers and distributors.
- 4 year Business (or related studies) degree preferred.
- Ability to travel up to 60% of the time.

ADDITIONAL SKILLS NECESSARY FOR SUCCESS:

- Superior presentation skills
- Ability to work as a member of a team
- Ability to work with little direct supervision
- High energy level
- Strong communication skills
- Excellent negotiation skills
- Experience with Microsoft programs such as Word, Excel, and PowerPoint
- Strong analytical and problem solving skills

PHYSICAL REQUIREMENTS:

- While performing the duties of this job, the employee is frequently required to stand for extended periods of time, sit for extended periods of time, and drive a motor vehicle to accounts.

CONTACTS:

Within own department: Frequent, ongoing contact

Outside own department: Frequent, constant contact

Customer: Frequent, ongoing contact

Other outside vendors: Infrequent contact