JOB DESCRIPTION

JOB TITLE	Sales Representative
STORE	**GILMOURS TAURANGA**
DATE	
REPORTS TO	Commercial Manager
PURPOSE OF POSITION	Achieve maximum sales profitability, growth, and account penetration within the assigned territory by effectively selling the company's products and related services through personally contacting and securing new business opportunities.
CORE FUNCTION	Promote, sell, and secure orders from existing and prospective customers through a relationship-based approach. Actively seek new business opportunities and promote the Company's products and services in the marketplace.
STORE VISION	To be Tauranga's most trusted wholesale food & beverage partner. We work hard to earn the trust of our customers. Our customers know they can rely on us to do right by them. They prefer Gilmours for the certainty in what we do, and our integrity in how we do it. We make doing business with us easy for our customers because we understand that our business is only as strong as their business. Our customers' success is how we define our success. It's personal for us.
STORE VALUES	**Honesty -** We will always communicate honestly and openly with our customers, suppliers, and each other. We will deliver on our promises with integrity. **Respect -** We will be professional in our conduct with everyone, every day. **Customer Focused -** Our customers are the centre of all our decisions. We will always work with them in ways that will encourage long-term relationships. **Enthusiastic -** Our goal is to be acknowledged as the best place to work, and to do business with. We will always be willing to go the extra mile. **Health & Safety -** Our people are healthy, live with balance and go home from work safely every day.

ACCOUNTABILITIES	
OPERATIONAL	• Establish, develop, and maintain business relationships with current and prospective customers in the assigned territory to generate new business for the organization's products/services. • Make telephone calls and in-person visits, presenting to existing and prospective customers. • Develop a call cycle to ensure every customer in the territory is seen on a regular basis, at least once every 60 days. • Ensure all sales opportunities are loaded into Salesforce, and sales funnels are generated and sent to Commercial Manager at the beginning of every month. • Utilize the Company CRM platform "Salesforce" to complete 55 customer visits per week, inputting calls as they are made and ensuring the information inputted is of high quality to maximize the benefits of Salesforce. • Develop clear and effective written proposals/quotations for current and prospective customers. • Expedite the resolution of customer problems and complaints. • Plan and organize personal sales strategy by maximizing the return on time investment for the territory.

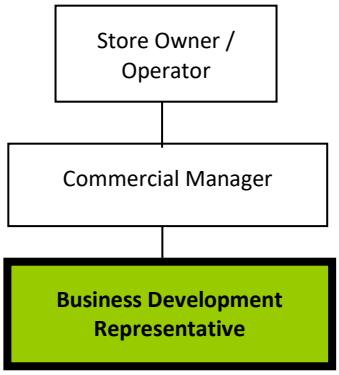
	• Supply management with feedback on customer needs, problems, interests, competitive activities, and potential for new products and services. • Keep abreast of product applications, technical services, market conditions, competitive activities, advertising, and promotional trends through the reading of pertinent literature and consulting with marketing and technical service areas. • Complete sales in an orderly and professional manner so the customer feels confident in their purchase. A sale has five phases: the enquiry, the presentation, the close, the payment, and the follow-up. The sale is not complete until all phases are satisfactorily finished. • Participate in trade shows and conventions. • Protect company assets and ensure that samples leaving company premises or your possession are charged or recorded on an appro docket for accountability. • Maintain the company vehicle, ensuring it receives regular lubrication, maintenance, and cleaning. • Be proactive in managing costs in all areas and encourage staff to embrace the company culture of eliminating waste. Lead by example and set a high standard for employees to follow. • Maintain and develop relationships with relevant suppliers to ensure the best possible service and competitive prices, ensuring the company remains the preferred choice in the industry. • Ensure all contract files are prepared for all project work following the standard format, adhering to the 54-point project management plan at all times. • Perform any ad-hoc tasks as directed.
FINANCIAL	• Demonstrate a commitment to achieving DIFOTIS (Delivery In Full, On Time, In Specification) at a 97% target. • Work towards increasing gross profit by securing new business and optimizing sales strategies.* • Actively pursue and increase the number of new business opportunities. • Ensure costs are kept within the parameters set by the Commercial Manager. • Meet annual, monthly, and weekly sales, gross profit, and cost targets. • Regularly review sales performance, gross profit, contribution to profit, and cost targets with the Commercial Manager. • Proactively take action to address and remedy adverse trends to align with store targets. *See attached BDR Bonus Scheme
COMPLIANCE	• Ensure compliance with company policies, council, and government requirements. • Ensure adherence to Occupational Health regulations. • Follow, implement, and maintain health and safety and food safety policies to agreed standards. • Comply with workplace policies and procedures for risk identification, risk assessment, and risk control. • Actively participate in activities associated with the management of workplace health and safety. • Identify and report health and safety hazards, accidents, incidents, injuries, and property damage. • Properly utilise appropriate personal protective equipment. • Maintain awareness of risks to the business, including economic and political trends that may affect the company. • Ensure the security of Gilmours Tauranga's property and private information.
CULTURAL	• Understand that Gilmours Tauranga is a food and beverage distribution company focused on buying and selling, not manufacturing. As a marketing-driven company, all staff members must embrace their roles as salespeople. • Recognize that our customers are the most crucial part of our business. Without them, we have no sales, no turnover, no profit, no jobs, and no wages. It is essential to always provide excellent service and care to all customers, whether they are small or major clients, as they are all valuable to our success.

	• Ensure all activities and practices align with the Gilmours values and contribute to a positive workplace culture. • Actively participate in and support store-wide initiatives that promote the unique culture of the store.

ATTRIBUTES	
PEOPLE FOCUS	**WORKING WITH PEOPLE** • Self-aware, approachable, and mindful of their impact on others • Demonstrates an interest in, and understanding of people, behaving in a culturally sensitive manner • Is outgoing and supportive, recognising and rewarding the contribution of others • Actively builds a team spirit of openness and inclusiveness where staff feel able to offer ideas • Listens, consults, and communicates openly and proactively • Adapts style to build and maintain relationships with multiple stakeholders (staff, suppliers, peers etc) **PERSUADING AND INFLUENCING** • Makes a strong, positive personal impression on others. • Gains clear agreement and commitment from clients through persuasion and negotiation. • Inspires and convinces clients, giving them the confidence to choose our products and services. • Facilitates discussions to ensure all client needs and ideas are heard, influencing outcomes and actions. • Manages conflict with clients openly, fairly, and quickly. • Uses questioning and listening skills to understand client issues and collaboratively create solutions. • Demonstrates resilience by encouraging clients to try new products and services despite setbacks. • Embraces new ideas and initiatives, adapting to changing market circumstances. • Shares knowledge and expertise to support the team and clients.
CUSTOMER FOCUS	**MEETING CUSTOMER EXPECTATIONS** • Brings everything back to the customer, identifying and focusing upon their needs & expectations • Actively sets, monitors, and maintains consistently high standards of customer service • Continuously makes improvements for customers; seeking input from other team members and customers to do so • Creates an environment that customers want to shop • Is responsive to feedback from all sources • Adopts a “service” mentality at all times regardless of their position or experience, genuinely enthusiastic about the difference service makes to the customer and success of the business
CO-OPERATIVE CULTURE	**ADHERING TO PRINCIPLES AND VALUES** • Personally upholds ethics and Gilmours Tauranga Values and accepting nothing less from their team • Consistently demonstrates honesty and integrity (in words, decisions and actions) in all of their dealings with customers, other team members, suppliers, colleagues) • Follows due process on all issues of compliance • Demonstrates a strong work ethic through their commitment to the store’s success, ownership of problems and self-discipline

	• Leads by example in terms of Gilmours Tauranga values, drive to succeed and positive outlook • Challenges appropriately while respecting the position of others

REPORTING STRUCTURE



RELATIONSHIPS

INTERNAL	EXTERNAL
• Owner/Operator • Commercial Manager • Dispatch Manager and Dispatch Administrator • Sales Team and CSRs • Buyers • Managers • Other Gilmours team members • Foodstuffs' support team	• Customer / Clients • Suppliers

QUALIFICATIONS AND EXPERIENCE

ESSENTIAL	• Physically fit and able to fulfil the requirements of the role • Full NZ Drivers Licence • Superb Command of written/ spoken English • Proven sales experience and skill • Relationship building/ diplomacy skill • Strong analytical skill • CRM Proficiency • NCEA Level 3
DESIRED	• Full NZ Drivers Licence Class 2 • NCEA Level 4, 5, 6 or 7 • Good basic maths skills • Unit standards 497, 167 & 168 • Previous retail, wholesale or FMCG experience

SIGNATURE

I have read and understood this Job Description:

_____ _____

Signature Date