



## **SALES REPRESENTATIVE**

### **POSITION SUMMARY**

The Sales Representative is responsible for expanding customer base and increasing sales revenue. Reporting directly to the Vice President of Sales, the Sales Representative will work independently, primarily fostering positive client relations, making numerous daily outbound calls, generating interest, qualifying prospects and closing sales.

### **CORE RESPONSIBILITIES**

- Solicit new clients via industry contacts, referrals, tradeshow and call-ins
- Identify and qualify new sales opportunities/key players through online and offline research, outbound cold calls and emails
- Qualify and respond to inbound leads
- Understand customer needs and requirements
- Consult with sales executives for further development and closure when required
- Continually maintain and expand database of prospects
- Team with channel partners to explore and close sales opportunities
- Perform effective online and offline demos
- Establish and provide customers with formal pricing proposals, sales presentations and required sales documentation
- Negotiate final quantity and pricing with buyers
- Set and follow-through with annual sales targets
- Set-up and participate in tradeshow across North America as required
- Keep abreast of coffee and flavour industry market trends
- Represent the company with integrity at all times
- Complete sales reports and submit as required
- All other duties as assigned

### **QUALIFICATIONS**

- Previous experience in food/beverage industry required
- Completion of post-secondary education in business management and/or equivalent experience
- Proven inside sales experience and track record of over-achieving targets

- Strong phone presence and experience making numerous outbound calls on a daily basis
- Proficient in MS Office: Outlook, Word and Excel
- Strong judgment and time management skills
- Excellent verbal and written communications skills
- Ability to work well independently and within a team

Interested candidates email both resume and salary expectations to:

[karen.maynard@zavida.com](mailto:karen.maynard@zavida.com)

[www.zavida.com](http://www.zavida.com)

**Equal Employment Opportunity:** Zavida is an equal opportunity employer who recognizes the value of every individual's contribution to the success of our team, clients, employees and community. We are committed to equal employment opportunities in our recruiting, hiring, employee development and promotion practices.

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