



Position:	Sales Representative	Department:	Sales
Classification:	Salary/Exempt	Reports To:	District Sales Manager
Date Created:	4/13/2010	Last Revised:	9/23/2024

Job Overview:

The Sales Representative attains predetermined sales goals through the acquisition of new customers, penetration of existing customers, and the prevention of loss of business. The Sales Representative performs their work within an assigned district and with strict adherence to Ginsberg’s Foods code of ethics and core values.

Essential Functions:

1. Prospecting new customers within the assigned district to grow our business through cold calling and frequent follow up.
2. Maintains, services, and penetrates existing customer base in the assigned district.
3. Hold consultations with customers regarding their orders (via phone, computer, in person).
4. Develops and maintains knowledge of company products and products of competitors.
5. Provides value-added benefits to the customers, such as menu analysis.
6. Quotes and negotiates prices and credit terms
7. Creates customer order guides.
8. Samples products and performs product cuttings.
9. Collects payments on accounts.

Additional Responsibilities:

1. Participates in all sales events as they relate to company business.
2. Works closely with other company departments in order to meet customer needs.
3. Supports all sales promotions and initiatives.
4. Reviews sales reports / pricing lists in order to manage and coordinate work activity.
5. Maintains a close relationship with Sales Management and other company managers with respect to sales trends and needs.

Knowledge, Skills, and Abilities:

1. Working knowledge of food and food ingredients, and their preparation.
2. Working knowledge of non-food products, and their purpose and application.
3. Highly motivated. A self-starter.
4. Ability to work well under pressure.

5. Ability to develop and manage a working funnel of sales opportunities.
6. Ability to identify and pursue business development opportunities; build relationships across the industry including trade associations, customers, and strategic partners.
7. Strong English language aptitude, including the ability to communicate effectively orally and in writing (including the use of texting and email).
8. Strong active listening skills, necessary to understand the needs of customers and others.
9. Ability to diffuse tense situations.
10. Proficient in the use of Microsoft Excel, Word, Outlook, and Internet Explorer.
11. Ability to learn, without assistance, company-specific computer programs.
12. Ability to use logic to analyze financial and other problems, and develop solutions.
13. Ability to multi-task and prioritize workload in a fast-paced environment.
14. Ability to work independently and without constant direct supervision.
15. Strong ethical responsibility to coworkers, customers, affiliations, associations, and community.
16. Relentless energy and professionalism.
17. Firm commitment to the mission and core values of the company.

Education/Experience (Preferred Minimum Qualifications):

1. Possession of a high school diploma AND at least ten (10) years of foodservice or sales experience

OR

2. Possession of an Associate's Degree from an accredited college or university in the field of Business Administration, Sales, Marketing or related field AND at least eight (8) years of foodservice or sales experience

OR

3. Possession of a Bachelor's Degree from an accredited college or university in the field of Business Administration, Sales, Marketing or related field AND at least five (5) years of foodservice or sales experience.

Licenses/Certifications/Special Requirements:

1. Subject to pre-employment, random, and reasonable suspicion drug screening.
2. Must be available to perform job duties during evenings and weekends.
3. Frequent travel can be expected within the assigned service territory.
4. Sporadic travel requiring overnight stays is required.
5. Must maintain a valid driver license during the course of employment, with no DWI, DUI, DWAI convictions.
6. Must maintain minimum insurance requirements per company policy.
7. Must reside within assigned service territory.

Physical Requirements:

Requirement	8 Hour Schedule	10 Hour Schedule	As % of Time
Limited	0 – 1 hour	0 – 1 hour	Less than 1%
Occasionally	1 – 2 hours	1 – 2.5 hours	Equals 1% to 25%
Frequently	3 – 4 hours	2.6 – 5 hours	Equals 26% to 50%
Repeatedly	5 – 6 hours	5.1 – 7.5 hours	Equals 51% to 75%
Continuously	7+ hours	7.6 + hours	Equals 76% to 100%

Activity	Duration
<i>Sustained Postures</i>	
Sit:	<i>Repeatedly</i>
Stand:	<i>Frequently</i>
Walk:	<i>Frequently</i>
<i>Intermittent Activity</i>	
Bend:	<i>Frequently</i>
Kneel/Squat:	<i>Frequently</i>
Climb Stairs:	<i>Frequently</i>
Crawling:	<i>Limited</i>
Overhead Reach:	<i>Occasionally</i>
Typing/Keyboard	<i>Frequently</i>
Vehicle Operation:	<i>Frequently</i>
PPE/Special Clothing:	<i>Limited</i>

Activity	Duration
<i>Repetitive Use of Hands/Wrists</i>	
Grasp:	<i>Frequently</i>
Push/Pull:	<i>Occasionally</i>
Fine Manipulation:	<i>Repeatedly</i>
<i>Material Handling</i>	
	<i>lbs.</i>
Lift:	<i>0 – 80 lbs</i> <i>Occasionally</i>
Carry:	<i>0 – 80 lbs</i> <i>Occasionally</i>
Push:	<i>0 – 80 lbs</i> <i>Occasionally</i>
Pull:	<i>0 – 80 lbs</i> <i>Occasionally</i>
<i>Miscellaneous</i>	
Exposure to Heights:	<i>Limited</i>
Exposure to Packaged Chemicals:	<i>Limited</i>
Exposure to Temperature Contrasts:	<i>Frequently</i>