

Job description – Sales Director

Contract: Full Time (Flexible working schedule: in-person and remote)

FreshviewFoodsLtd, Unit 2 Lowfield Drive, Wolstanton, ST5 0UU.

Salary Package: £65k - £90k + Performance Based Commission Scheme

Apply to recruitment@freshviewfoods.co.uk with your CV

Why Freshview?

With the doubling of our warehouse size over the past year, Freshview has the ambition to double its turnover in the next 5 years. As Sales Director you will be accountable for driving turnover growth and a key leader within the business working with the Senior Leadership Team to meet our vision and strategy.

At Freshview Foods, we understand that commercial success is driven by talented employees and loyal customers. We are guided by our company values to put *care* into all we do to ensure the company's high standards continue to be delivered by the whole team.

To Freshview, care is:

- **Commitment** to our people
- **Ambition** to grow
- **Respect** for our colleagues, customers and community
- **Excellence** in service & quality



What you'll be doing

You'll be providing strong leadership and management capabilities to convey the strategic vision of the business to your sales team and the wider business. Strong positive communication skills are fundamental for the role as you will need to be able to support, develop and motivate your team to achieve or exceed budgeted sales targets.

The position is a hands-on role for a leader who shows tenacity and drive. You will work closely with our internal team to grow our customer base as well as retain and develop our established customer accounts. You will be a strong negotiator and work with our commercial department on pricing and tenders to balance with our customer expectations.

You will have strong commercial expertise to evaluate and maximise business margins, profitability and maximise opportunities.

Working closely with the Managing Director, you will create and implement a high-quality marketing strategy to develop the Freshview Foods brand in the industry to identify business winning opportunities in line with our core business objectives and company values.

Responsibilities

Sales Strategy

- To develop and implement a strategic sales plan to achieve profit targets and drive business growth.
- To analyse existing and potential markets for new opportunities.
- Analyse competitors positioning and strategies.
- To work as a key member of the senior management team and be proactive in driving the business forward and play a key role in all strategic and business planning activities.

Sales Operations

- To be a team player, a natural people person with the ability to develop, inspire and energise a strong team. Capable of clear and decisive leadership ensuring standards are met and maintained in this fast-moving environment.
- Manage a small number of accounts while also targeting selected group or high spend accounts.
- Ensure focus is given to existing accounts either personally or via your sales team and identify at risk customers and support the team where necessary to retain existing customers.
- Train and develop your team, along with regular days spent out in the field.
- Introduce new and creative approaches to the sales team which will encourage the growth and development of the business.
- At monthly meetings with your team, in both group and individual forums discuss company and individual performance against the sales targets and objectives.
- Where necessary manage performance, ensuring support is given to individuals to help and motivate them to achieve their individual targets.
- Ensure the sales team complete monthly reporting using the company's preferred CRM system and that it is being used effectively and provides a competitive advantage to the business.
- Possess a real desire to succeed, excel in leading and coaching a high performing team.
- Project a high level of professionalism, displaying the confidence needed to influence and win people over.
- To be creative and problem solve to navigate challenges and seize opportunities.
- Working with the Commercial Analyst and MD ensure pricing is amended and maintained to achieve the business targets on both band and spot/groups pricing.
- Work with MD & Purchasing to identify new market leading products.

A Leadership role within Freshview

- Work with operations to identify new delivery areas which will enhance the growth of the business.
- Where necessary assist the operation/procurement teams in planning and forecasting of product launches or seasonal occasions.
- Prepare and present monthly reports to the Managing Director including sales results as well as an overview of the sales team and department.
- Where and when necessary, produce data/commentary for the business which reflects market trends.
- Ensure the company exploits all opportunities of communicating to potential and existing customers.

Brand & Marketing

- Manage the relationship with Freshview's external Branding & Marketing team.
- Work with the team to define the Branding & Marketing strategy.
- Oversee the execution of marketing activities.

Skills & experience

- Evidence of leading, supporting and motivating a sales team to achieve ambitious sales targets.
- Proven track record and success in the Food Service industry, preferably in a growing business.
- Outstanding communication skills with a professional commercial approach.
- Strong analytical ability to deliver business insights.
- Knowledge and Experience using bespoke CRM systems and Microsoft Packages.
- Ability to innovate and adapt to changing market conditions and sales environments.
- An above average understanding and knowledge of the industry and role requirements.
- A skilled negotiator to work for the good of the business.
- Knowledge of Marketing and Brand management.

Personal qualities

- An **ambitious** team player who supports and develops the sales team, while working collaboratively across the business.
- Has a **commitment** to deliver growth for the business in a competitive and fast-paced market
- Shows **respect** to our colleagues, customers and the wider community.
- Develops close relationships with customers, acting as their voice to bring feedback into Freshview so we can collectively deliver the **excellence** we pride ourselves on.

What's in it for you?

- 33 days holiday pro rata (including bank holidays)
- Company Car
- Competitive Commission scheme and Profit Share Bonus Package
- Company laptop and phone
- Employee discount on our produce
- Enhanced maternity/paternity package
- Company events
- Cycle to work scheme (we'll cover the cost initially so you can get your bike tax-free)
- Life & Health Insurance cover (with 12 months service)
- A generous thank-you bonus if you 'recommend a friend' to work with us too. Lots of people work alongside their loved ones at Freshview
- Training and development opportunities open to all
- Wellbeing resources, including Mental Health First Aiders and access to free health and wellbeing services such as counselling and physiotherapy. Your wellbeing is a top priority
- Christmas food hamper
- Free fruit at work