

Job Title: Food Service Account Executive	
Department: Sales	
Revision date: July 2021	

**Position Overview:** This position is responsible for selling food products (frozen foods, frozen snack food, functional beverage, and specialty juices, etc.) to chain restaurants, hotels, cafeterias, chefs, etc. Duties include but are not limited to contacting restaurant managers, chefs, and food service managers; giving product details; convincing them to sign a contract; ensuring proper support to the customer, problem solving; closing sales; renewing old contracts. A food service account executive reports directly to the Director of Sales.

### Requirements

- High School Diploma / GED equivalent
- Several years of experience in selling foodservice accounts
- Possess a valid driver's license with a safe driving record and a dependable, road-legal vehicle with current auto coverage and vehicle registration
- Knowledgeable about the industry and product lines, solving problems, delivering samples, etc.
- Exhibit a positive, outgoing, and professional attitude at all times and excellent customer service and interpersonal skills
- Must be able to pass a US Military background check to access and service military accounts
- Physically able to assist in resets involving standing, bending stooping, kneeling, squatting, grasping, reaching overhead, and lifting a minimum of 30 lbs. frequently
- Possess basic math and computer skills to include but are not limited to Microsoft Excel and strong analytical skills (forecasting, profitability, etc.)
- Strong written and communication skills with the ability to work independently or as a team and other departments within our organization
- Manage your schedule while on the road with daily sales meetings with customers, work independently to meet deadlines, and provide excellent customer service

### Essential Job Functions

- Build and foster long-term relationships with new and established customers.
- Increase business with our current customer base and identify prospective customers
- Develop and present sales plans
- Develop a good working relationship with Brokers and Suppliers of our represented brands
- Track and analyze sales data and trends to better understand the market and report to management
- Ability to learn, understand and use internal and online ordering systems
- Work with accounts on menu ideas and grab and go options to increase customer delivery size
- Present new items and line extensions to current and new customers



Build a book of business that is profitable to the company following the company strategy for growth

Communicate with operations/purchasing regarding all new customers and product sales

Communicate with supervisor regarding progress or issues with assigned accounts

Participate in trade-related events when necessary

- Deliver products if necessary to provide superior customer service
- Maintain awareness of all product knowledge information, promotions, merchandise status, marketing activity, and pricing
- Achieve growth targets through relationships and effective selling
- Achieve maximum distribution penetration on all new items by executing and/or improving product placements

Work closely with order desk by providing new product and promotional info to assist order desk to sell by phone

Adhere to Federal, state, local, and company safety policies

Develop long term partnerships with new and established customers

#### Other Skills/Abilities

Initiative: self-starter, gets involved quickly, takes on difficult tasks with enthusiasm, and takes action to achieve goals beyond what is required

Energy: Maintains high activity/productivity level, operates with vigor, effectiveness, and determination over extended periods

Stress Tolerance: Maintains stable performance under pressure or opposition (such as time pressure or job ambiguity)

Details: Strives to understand the details and Balances, analyzes and takes appropriate action

Communication: Presents ideas effectively, actively listens, and works across functional boundaries with the ability to effectively communicate with customers, co-workers, and store personnel

Team Work: Ability to work in groups or alone; oriented towards the good of the whole

Manage the job professionally and with a high level of organization

NOTE: This job description is not intended to be all-inclusive. Employees may perform other related duties as negotiated to meet the ongoing needs of the organization.