



JOB DESCRIPTION: Sales Manager

We are hiring for a Sales Manager to help execute our channel sales initiatives and exceed all sales targets via retail and foodservice performance.

This person should have 5+ years of experience working with food industry distributors, brokers, and retailers.

She/he must understand the layers of contact within each group and engage with everyone on a granular level, incenting them to perform via flawlessly implemented management systems from the DC level through key account reps and national initiatives.

This individual must be comfortable managing all allowances to maximize cash flow, managing PO's, ensuring in-stock at all DC's and working with production/marketing to proactively communicate inventory needs. In the context of our strategic plan, this individual will help to identify and onboard brokers and distributors.

This position will be compensated as a salary plus bonus, with bonus representing up to 40% of total comp.

Company HQ is in Berkeley, CA.

DUTIES*:

- Sell, Sell, Sell – Coffee is for Closers here ☺!
- Visit all accounts on a scheduled basis.
- Manage category reviews, ensure that ReGrained is represented in all instances.
- Work with distributors and brokers to develop sales plans and incentives designed to grow new and existing sales.
- Identify and close new business opportunities in all classes of trade.
- Communicate company mission and stoke the world on ReGrained
- Embrace fast paced entrepreneurial hustle, building the business in all classes of trade
- Aggressively pursue, close, and activate new opportunities for sales distribution
- Ensure brand development and awareness within the marketplace
- Develop and maintain effective customer, distributor, broker and stakeholder relationships
- Build, execute, and track against account specific customer success plans
- Be ears on the ground for value added event and other local marketing opportunities

- Be responsible for ReGrained's growth according to the company's monthly, quarterly, and yearly sales plans
- Accurately and consistently forecast short and long-term numbers
- Align with marketing team for increased brand awareness and pull-through
- Work with management to recruit, select, and direct sales staff in meeting or exceeding corporate sales goals
- Fill out onboarding paperwork

JOB REQUIREMENTS:

- Passion for ReGrained's mission and interest in helping the company create a more sustainable, prosperous, and just food system
- Desire to innovate and put creativity in action in building a unique company
- Must be a self-starter committed to excellence and high standards and an ability to manage competing priorities
- Interested in visiting stores and managing relationships at the account level
- Plays well with others in a dynamic, fun, fast-paced environment
- Positively contribute to company culture
- Ability to take initiative and prioritize tasks; good time-management, organizational, problem-prevention and problem-solving skills
- 5+ years of direct sales experience, preferably in the food and beverage industry, with track record of success for building/executing sales plans
- Understand negotiating tactics and variations within channels
- Outgoing personality, strong written and verbal communication, interpersonal, and leadership skills
- Confident in leading a team and setting an example of expectations
- Excellent computer skills. Must be able to work with spreadsheets and write concise proposals for customers and prospects
- Appetite for learning and desire to continue sales and industry training to maintain current awareness of products and industry trends
- Willing to travel, not afraid to get their hands dirty
- Common sense

COMPENSATION:

- Base salary ranges depending on experience + eligibility for commissions/bonus if sales goals/strategic objectives are met
- Equity compensation available
- Paid vacation, Company holidays, Travel and expense
- We prefer to promote from within--loyalty and longevity with the company are highly valued and rewarded

APPLICATION PROCESS:

Please email your resume & a brief note to info@regrained.com

*This job posting is intended to describe the general requirements for the performance of this job. It is not a complete statement of duties, responsibilities or requirements.