



TITLE OF JOB: Director of Sales

LOCATION: Remote

POSTED: June 2022

SUMMARY: Dynamic, growing, international multi-brand, publicly traded restaurant group/franchisor with a fast-growing manufacturing division specializing in chilled cookie dough, pretzel dough, and dry bakery mixes is seeking a highly entrepreneurial **Director of Sales** experienced selling into key accounts for chain restaurants, retail, foodservice, and manufacturing. This individual will lead the sales function to develop new business and expand into new markets to optimize sales, growth, and profitability nationwide.

RESPONSIBILITIES:

- Develop, manage, and execute a successful sales function for chilled cookie and pretzel dough and dry bakery mixes into key wholesale accounts including chain restaurants, retail outlets, foodservice companies, and manufacturers.
- Continuously improve the customer list by developing new and existing customers to their full potential and using market insights and industry relationships to identify and develop target customers.
- Identify new markets, the need for new products, and initiate action plans to increase share of market with existing and new accounts.
- Prepare and execute sales presentations. Communicate manufacturing specifications and provide on-site consultations.
- Oversee all sales contacts and sales process in CRM.
- Negotiate all aspects of a customer interaction including NDAs, Pricing, Terms, Contracts and other as necessary.
- Clearly articulate and understand the KPIs for the business, the target market, and the competition.
- Work to utilize the organization's capabilities to maximize opportunities.
- Utilize a "solutions selling" approach drawing from organizational strengths and capabilities.
- Listen to customers to learn their future needs and anticipate new areas of business development.
- Provide strategic and tactical direction from customer feedback and market intelligence.
- Identify, clearly outline, and present the opportunity details including short- and long-term value to senior management.
- Influence the cross-functional team to streamline processes and broaden capabilities by demonstrating the value through customer opportunities.
- Assist in developing value-added sales that will enhance company returns for the next three to five years.
- Develop, recommend, and help implement annual sales strategies for the various product lines in conjunction with corporate objectives.
- Work closely with team to provide exceptional customer care. Work with urgency to resolve customer issues in a transparent manner.
- Build strong and effective relationships cross-functionally to achieve objectives.
- Attend industry and customer trade shows in line with company approval and direction.
- Pro-actively defend current business working toward long-term strategic agreements on core business.
- Provide innovative ideas to customers by understanding their brands, platforms and strategies.
- Other duties may be assigned as required.



REQUIREMENTS:

- 5+ years of food manufacturing sales experience in a progressive sales organization, preferably in the chilled dough, bakery, dry mix segments.
- 5+ years of proven regional and national chain account sales or growth.
- Proven career advancement in sales of wholesale food products.
- Knowledge of dough, bakery, dry mix products and markets in the foodservice, restaurant, retail, and manufacturing channels.
- Self-motivated to succeed.
- High level of follow-up, availability, and responsiveness to internal and external partners.
- Good organizational and time management skills
- Strong oral and written communication skills.
- Strong analytical and computer skills (Excel, PowerPoint, Outlook, Word and ability to utilize, search and navigate on the Internet)
- Experience with Salesforce a plus.
- Ability to build and maintain a diverse set of relationships with multiple types of people on the broader team.
- Ability to solve complex customer demands and problems.
- Ability to partner with cross-functional resources to advance the sales results.
- BA/BS degree required.

SALARY & BENEFITS:

Competitive base salary, bonus, and comprehensive benefits.

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

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