

French world leader in frozen and ambient fruit purees is looking for an **Area Sales Manager** to increase its UK market share in the **Midlands and North of England**. The target for this product will be the foodservice and beverage industry through a network of distributors. The role will be to meet with chefs and Pastry chefs, working alongside a Development Chef, to increase the product demand as well as developing the distributor network. The Area Sales Manager for the North will report to the Country Manager and will work alongside a small sales team.

ROLE of the Area Sales Manager:

- Increasing sales by hunting & farming a growing distribution network
- Growing the distribution network, as per the company's strategy.
- Mapping the distributors in place and providing recommendations of partnerships
- Pitching product benefits, creating demand, and setting up the trading terms with distributors in accordance with the company's policy.
- Driving the sales thanks to close follow up with distributors
- Developing a network of end-users (Chefs and pastry Chefs) and visiting them
- Working with the Development Chef for demos either on site or at events
- Designing, getting approval, and executing trade marketing campaigns in line with distributor's strategy to accelerate their sell-out.
- Delivering best-in-class level of service and solutions.
- Providing relevant product information & marketing support to enhance end-users experience and knowledge.
- Developing a network of end-users (Chefs and pastry Chefs) and visiting them
- Working with the Development Chef for demos either on site or at events
- Connecting end-users willing to order with relevant distributors.
- Playing the role of business developer for the distributors.
- Building ad-hoc trade marketing plans (cooking / bartending demo, masterclass etc.) in accordance with existing budget process, evaluating ROI, getting Line Manager approval, and executing them.
- Connecting with key players (including non-competitive brands with similar interest) and building a network of reliable and well-known end-users (chefs, bartenders, chain restaurants) in order to grow brand reputation.
- Analyzing the market, competitors, and its trends, and contributing actively to the market intelligence / benchmarking process.

PROFILE:

- 5+ year's sales experience in foodservice or beverage with a strong interest in pastry
- Ideally fluent or intermediate French
- Ideally educated to degree level or similar
- Previous field sales experience
- Autonomy, pro-activity. Attraction for positive results.
- Pragmatism, precision, sense of organization and priorities. Focused mind.
- Communicates easily with curiosity and open-mindedness.
- Sense of business.
- Selling and negotiation skills.
- Good knowledge of MS office tools.



SALARY & BENEFITS:

- Between £45k and £55k pa basic
- Performance related bonus
- Car allowance
- Other benefits to be confirmed