

Territory Sales Manager Position at ForA:

Location: Greater Los Angeles Area, CA

Title: Territory Sales Manager

Company: ForA:

Department: Sales

Reports to: CEO

Summary:

ForA: is a butter brand founded in 2018, based in the United States. For a lot of reasons, factory-farmed dairy butter and the existing alternatives weren't doing it for us. So we made a clean plant-based butter that even French pastry chefs were crazy about and called it ForA:Butter. We are here to reimagine what a premier plant-based butter can be and the good it can spread. Read on if you'd like to join our team.

The Territory Sales Manager (TSM) is responsible for all market conditions in a respective area including selling to bakeries, setting up bakery programs, working with foodservice distributors and covering all territory KPIs. This includes having deep ForA brand knowledge to communicate how ForA:Butter can elevate the customers bakery offerings and reach a flexitarian audience. The TSM is accountable for developing their assigned market, building relationships/partnerships with all foodservice distributor sales teams and executing ForA marketing initiatives.

Requirements

- Experience: 1+ years' experience in bakery sales, food/beverage sales, or related field.
 - Prior experience working in a bakery or selling to bakery customers preferred.
- Education: High school diploma is required. Bachelor's degree preferred.
- Licensing: State issued driver's license and be able to drive a vehicle.
- Physical: Ability to lift, hold, and carry up to 25 lbs. Ability to work occasionally in a refrigerated environment.

Knowledge, Skills and Abilities

- Ability to work collaboratively, communicate clearly, concisely, and professionally, both verbally and in writing, with colleagues at all levels.
- Ability to establish and maintain effective working relationships with both internal and external associates at all levels.
- Knowledge, and effective use, of time management.
- Aptitude for details and organizationally competent.
- Ability to handle multiple tasks effectively and in a timely manner.
- Capacity to exercise sound judgment within established guidelines.
- Visibly encourage good team morale through positive attitude and engagement.

Job Requirements

Essential Duties and Responsibilities:

- Develop expertise with regards to ForA:Butter & competitors

- Track and benchmark sales for the market, target customers and distributors
- Help develop with ForA leadership the annual business plans with regards to organization requirements, distribution, volume, investments, and management objectives
- Bakery Channel:
 - Successful selling of ForA plant-based butters into bakery target list for market
- Communicate regularly and manage details in Salesforce
- Foodservice Distributors:
 - Build deep relationships & execute ongoing training with local sales teams
 - Provide ongoing support to sales reps with their customer base
 - Influence management of distributor leadership

If interested contact: aidan@forafoods.com