



VALCORP FINE FOODS PTY LTD

JOB DESCRIPTION

Position Title: Area Business Manager – Lavazza Foodservice

Employee Name:

Reports to: Field Sales Manager

Date:

Signature: _____ **Date:** _____

1. Basic Job Purpose

List here main reason job exists.

The purpose of this role is to achieve the growth and maintenance of a specified territory within the Foodservice sales channel by achieving targeted sales and business growth objectives through identification of new customers and managing existing customers.

The focus is also on capitalizing on opportunities for new product development and ensuring debtors for the territory are maintained.

2. Key Accountabilities

List the key job accountabilities as follows:-

Key Accountabilities – The major responsibilities of the position. Explained as statement of output.

% of the job – The percent of the total position represented by each accountability

Measurement criteria – The criteria against which achievement of the responsibility is measured.

| Key Accountabilities | % of job | Measurement Criteria |
|--|-----------------|--|
| <p><u>1.Sales/Financial Objectives</u></p> <p>Contribute to the profitability and performance of the Foodservice On-premise business by:</p> <ul style="list-style-type: none"> - Managing territory and customer base to achieve budgeted volume and sales targets for coffee and other merchandising products; - Ensure sales achieved deliver budgeted gross profit targets; - Identify and secure opportunities to grow product range for current customers; - “Ensuring “return on investment” for equipment placed with customers achieves anticipated targets <p>Ensure net profitability budgets are achieved by:-</p> <ul style="list-style-type: none"> - Effective utilization of general merchandise and promotional spend on new and existing customers; - Ensure selling expenses are maintained within budget; - Manage repairs and maintenance expenditure to budget targets | <p>42%</p> | <p>Achievement of territory budget for:-</p> <ul style="list-style-type: none"> - cartons - \$ sales - merchandise product - gross profit % <p>Achievement of equipment ROI targets</p> <p>Achievement/variance to :</p> <ul style="list-style-type: none"> - Cap Ex budget - Repairs & Maintenance budget; - Marketing support budget |

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| <p><u>2.New Business Generation</u></p> <p>Contribute to the ongoing viability and profitability of the Foodservice On-premises business by:-</p> <ul style="list-style-type: none"> - Working with call plan to identifying and secure new customers that align with the On-premise strategy; - Utilising Trade Fairs and other promotional activities to secure potential customers; - Conducting coffee tastings to assist customers with their choice of product; - Preparing business proposals/ trade agreement as appropriate for customers. | <p>18%</p> | <ul style="list-style-type: none"> - Number of prospecting calls made - Number of new customers signed up - Adherence to call plan - Quality of trade agreements |
| <p><u>3. Customer Maintenance</u></p> <p>Ensure existing customer base is supported, remains profitable and see Valcorp as a preferred supplier by:-</p> <ul style="list-style-type: none"> - Ensuring appropriate frequency of customer visits by establishing customer needs, type of customer and \$ return to the company; - Ensuring systems/processes are in place to address customer concerns and future needs; - Ensure coffee grind, dose & pours are set correctly; - Assisting the Customer Support Centre to maintain customer accounts in line with the Valcorp Credit Management Policy; - Collect and pass on marketing intelligence to appropriate resources within Valcorp; - Ensure debtors for territory are maintained within business objectives. | <p>18%</p> | <ul style="list-style-type: none"> - Loss of customers - Frequency of customer visits - Coffee grind and equipment audits - Variance to debtor policy - Customer Feedback - Calibration of coffee equipment |

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| <p><u>4. New customer Co-ordination</u></p> <p>Achieve premium customer satisfaction by ensuring the smooth transition of potential customers to new customers by:-</p> <ul style="list-style-type: none"> - Ensuring National Customer Support Centre is provided with all relevant information and paperwork for new customers; - Ensuring appropriate customer communication re progress and timelines to completion of set up; - Arrange and co-ordinate the installation of support products, ie coffee equipment and merchandise in line with customer requirements; - Monitoring first order to ensure successful delivery. | <p>2%</p> | <ul style="list-style-type: none"> - Customer Feedback - National Customer Support Centre Feedback - Smoothness of migration - Number of problems experienced |
| <p><u>5. Time Management and General Admin</u></p> <p>Ensure optimum effectiveness of own performance and contribute to the quality of business decisions being made in the Foodservice sales team by:-</p> <ul style="list-style-type: none"> - Effective utilization and completion of the Call Cycle Plan and Daily Field Activity Report; - Provision of timely and accurate “work in progress” information to Sales Manager; - Ensuring Expense Tracker database is updated and accurate on a monthly basis; - Ensuring customer profile card is maintained and updated following each visit, | <p>18%</p> | <ul style="list-style-type: none"> - Compliance to Cycle Plan - Timeliness and quality of Field Activity Report - Accuracy of Expense Tracker - Quality and currency of Customer Profile cards - Efficiency of individual output |

| | | |
|---|-------------|---|
| <p><u>6. Knowledge, Awareness & Training</u></p> <p>Assist with developing the strength and knowledge of the Foodservice Sales Team by:-</p> <ul style="list-style-type: none"> - Ensuring market developments and competitor activity is communicated throughout the team; - Regularly updating personal knowledge and skills with company, product and market developments; - Actively participating in Foodservice sales meetings; - Participate in the development of team and individual objectives. | 5% | <ul style="list-style-type: none"> - Quality and timeliness of market information passed on. - Contribution to team activities - Currency of product knowledge |
| <p><u>7. Company Policy</u></p> <p>Ensure the Company is represented in a professional manner at all times by:-</p> <ul style="list-style-type: none"> - Ensuring company cars are maintained and used as per company policy; - Ensure mobile phones are used appropriately and in accordance with company guidelines - Ensure personal presentation and general conduct is of a professional standard and conforms with Company policy. | As required | <ul style="list-style-type: none"> - Cleanliness and maintenance of car - Variance to monthly mobile budget guidelines |

3. Dimensions of position

List numbers that will help provide a measure of the size or scope of the position, eg sales value, contribution to margin etc.

This role is responsible for a defined territory which may have customers that range from small to major account sizes. The territory may also require customer visits to some key accounts, ie hotel chains, therefore the ability to deal with “corporate” clients as well as smaller family concerns is essential.

The role reports into the State Sales Manager who then reports to the National Sales Manager – Foodservice.

4. Significant Working Relationships

Internal Relationships

- Customer Service Representatives
- Lavazza Marketing Manager
- Other Foodservice Sales Channel Managers
- Lavazza Credit Manager

External Relationships

- Equipment and merchandising providers
- Café owners and other staff
- Hotel Managers
- General Public (at promotional events, trade fairs etc)

5. Background knowledge Required for role

Use this section to describe the background that would be ideal if a person was being selected to fill this position and expected to fulfill the role competently.

Note: The information entered here may not necessarily describe the current employee.

Training and education

- Completion of secondary level schooling (minimum)
- Tertiary qualified (desired but not essential) in relevant business subjects, i.e. (commerce/marketing)
- Professional sales training programmes

Skills and knowledge

- Results driven
- Persistent
- Solid negotiating and persuasion skills
- Good organisation and planning skills
- Self motivating and enthusiastic
- Proactive
- Tactful
- Team player
- Numerical aptitude
- Microsoft Office competence (intermediate to advanced)

Experience

- Successful account management/territory management experience 2+ years ideally in role utilising conceptual selling
- Hospitality industry experience (useful but not essential)