Sales Representative – Consumer Products and Foodservice

Company Description:

Inspired People. Inspired Food.™
Established in 1891, Hormel Foods Corporation is a $9.5 billion Fortune 500 company based in Austin, Minn. Founded upon a commitment to the highest standards of food safety and product quality, Hormel Foods continues to expand as a global maker and marketer of consumer-branded foods. Even after 125 years, Hormel Foods follows the vision of its founder to “Originate, don’t imitate,” and seeks out people who make that a reality. Employees at Hormel Foods are highly regarded as some of the best and brightest in the industry. A career with Hormel Foods means joining a team of more than 20,000 people dedicated to inspiring each other and bettering food for all. Learn more at www.hormelfoods.com.

Job Purpose: Sales Representatives are responsible for calling on a variety of existing customers with the objective of increasing sales for their district

Responsibilities:

- Increase business by adding products to distribution and expanding the usage of existing Hormel Foods products
- Implement marketing strategies for their products

Requirements:

- Bachelor’s degree in Marketing, Professional Selling, Agribusiness, Business Administration, Hospitality, Hotel/Restaurant Management, or a related field with a 2.70 cumulative GPA or higher
- Must be a Citizen or National of the United States, a lawful, permanent resident, or have authorization to work in the United States
- Applicants must not now, or any time in the future, require sponsorship for an employment visa
- Must be comfortable with the preparation and consumption of a variety of Hormel Foods products, which may include but not limited to, pork, beef, chicken and peanuts
- Must be open to relocation

Location:

- One of our 26 sales offices in major metro cities throughout the United States

Consumer Products Sales Job Description:

The Consumer Products Sales division is responsible for the sale of Hormel Foods grocery, meat, and deli products at various retail outlets such as Wal-Mart, Costco, Kroger, and CVS all over the United States. Sales Representatives within the division typically have one or two customers with whom they are responsible for the distribution,
shelving, and merchandising of all Hormel Foods products. All Consumer Products Sales Representatives have the exciting opportunity to run their territory like their own business, working directly with the customer at the headquarter level to develop and implement promotional marketing strategies that will increase distribution of Hormel Foods products and ultimately increase sales for their customer.

**Consumer Products Sales Training:**

Sales Representatives will be assigned to one of our sales offices throughout the United States and will spend 12-18 months training. All new Consumer Products Sales Representatives participate in 4-6 months in retail training and 8-12 months in analytics training that requires time spent in the office as well as in the market, making sales calls and interacting with a variety of customers. The training program, led by the Consumer Products training team, consists of partnering with various people throughout the office to learn about Consumer Products Sales products and the Hormel Foods Company, as well as competitor products, industry dynamics, selling techniques, and presentation skills. New employees also attend seminars at our corporate headquarters in Austin, Minnesota, which includes a wide variety of sales and marketing presentations, as well as negotiation training, selling strategy, and many other program overviews.

**Consumer Products Sales Advancement:**

Relocation is important in advancing a sales career at Hormel Foods. A typical career will involve 2-3 promotions within the first five years, and each promotion typically requires relocation. Successful Sales Representatives advance to Territory Managers, Customer Executives, and Senior Customer Executives. Success in sales may also lead to advanced positions in Category Management, District or Regional Sales Management, Sales Training, Trade Marketing, or many other positions within the Consumer Products Sales division. Successful Consumer Products Sales Analysts may advance to Senior Category Sales Analysts, Category Managers, Customer Trade Marketing Managers, or National Category Sales Managers. Success in Analytics may also lead to advanced positions in sales, sales training, or many other positions within the Consumer Products Sales division. Opportunities for advancement with Hormel Foods also exists outside of the Consumer Products Sales division and may include other departments such as International, Marketing, Procurement, Human Resources, and many other areas. Hormel Foods’ promote-from-within philosophy rewards outstanding performance with rapid advancement.

**Foodservice Sales Job Description:**

The Foodservice Group is responsible for the sales and marketing of all products to both commercial and non-commercial foodservice operations. The Group is comprised of a direct sales force and a limited broker network. The primary customer is the foodservice distributor, who buys our products and re-distributes them to foodservice operators such as restaurants, hotels, schools, hospitals, etc. You will spend much of your time bringing new products, usage ideas, and merchandising ideas to the operators, and educate distributor personnel on why they should be selling HORMEL products.
There are two ways a manufacturer can sell to a foodservice establishment: direct or indirect. Selling direct means products go directly from production plants to the end user. Indirect selling, which is the main way HORMEL sells in the foodservice division, means products are delivered to end users via a foodservice distributor such as SYSCO and US Foods, the two largest distributors in the country.

As a Hormel Foods foodservice sales person, you will have the potential to call on hundreds of foodservice operators. Our marketing department also provides multiple tools to help you educate and provide monetary incentives to the foodservice distributors and operators.

**Foodservice Sales Training:**

Sales Representatives will be assigned to one of our 18 area offices throughout the United States and spend between 12-18 months training, on average. This program consists of joining an area team where you will learn about Hormel products, the Company, competitor products, industry dynamics, selling techniques, marketing responsibilities and our overall business model and strategy. Your time will be spent both in the office and in the market making sales calls and consulting our wide variety of customers. Seminars at our corporate headquarters in Austin, Minnesota will include a wide variety of sales and marketing presentations by the Foodservice corporate staff such as product presentations, selling strategy and operator and distributor program overviews. All new sales hires also participate in an 18 week mentor guided on-line training program called H.O.T. Wire as well as the first installment in our sales training program titled “Getting the Edge.”

**Foodservice Sales Advancement:**

Relocation is important in advancing a sales and marketing career at Hormel Foods. A typical career will involve 2-3 promotions within the first five years, and each promotion usually requires relocating. Successful Sales Representatives advance to Territory Managers A and AA, Account Executives and Senior Account Executives. Success in sales may also lead to advanced positions in Area and Regional Management, Chain Account Sales, Product Management or other corporate positions such as Sales Training Manager, National Military and Vending Manager and Protein Specialist. Hormel Foods promote-from-within philosophy rewards outstanding performance with rapid advancement.

**Benefits:**

Hormel Foods offers an excellent benefits package. Competitive base salary plus bonus, annual merit increase performance reviews, medical, dental, vision, non-contributory pension, profit sharing, 401(k), stock purchase plan, and more.

**Application Instructions:**

Please visit [http://www.hormelfoods.com/careers](http://www.hormelfoods.com/careers) to apply online.
Hormel Foods Corporation is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, gender, sexual orientation, gender identity, national origin, disability, or veteran status.