

PRIMARY RESPONSIBILITIES:	% OF TIME
Store Sales	20%
<ul style="list-style-type: none"> A. Assumes complete responsibility for sales goals and retail development within a territory. B. Confidently deliver sales presentations. C. Suggest creative sales and marketing concepts to management. D. Executes promotionally effective marketing and sales programs at store level. E. Attains account sales and merchandising goals for their territory. F. Develops a strong relationship with account store personnel that benefits Nestle EMD. G. Uses organizational skills to effectively plan their sales, merchandising and administrative duties. 	
Store Distribution	20%
<ul style="list-style-type: none"> A. Attains 100% distribution of Nestle EMD items in retail and distributor accounts. B. Ensures that authorized distributions are placed in assigned retail accounts within a predetermined timeline. C. Capitalizes on retail distribution opportunities at store level. D. Communicates competitive distribution gains and losses using the provided tracking tools. E. Manages and documents product used to directly attain product distribution at retail. 	
Store Pricing	5%
<ul style="list-style-type: none"> A. Ensures that pricing guidelines are met at retail level. B. Properly merchandises all Nestle EMD price tags at retail for accuracy. C. Oversees that the current scanning prices reflect current promotional allowances and zone pricing. D. Reports competitive price changes and promotional support to the Retail Sales Manager. 	
Store Merchandising	40%
<ul style="list-style-type: none"> A. Implements and achieves corporate in-store visibility objectives at all assigned independent accounts. B. Checks retail back rooms for excess product they can use to build displays on every call. C. Obtains maximum display support at all assigned retail accounts. D. Uses POS material and Nestle displays to support the movement of all products. E. Properly manages their Nestle POS, displays and storage facility. F. Constantly sells in secondary displays in key locations within key locations at retail. 	

POSITION DESCRIPTIONS ARE NOT INTENDED TO BE EXHAUSTIVE LISTS OF ALL RESPONSIBILITIES, SKILLS, OR EFFORTS.
THEY ARE INTENDED TO BE ACCURATE SUMMARIES OF WHAT THE POSITION INVOLVES AND WHAT IS REQUIRED TO PERFORM IT.

PRIMARY RESPONSIBILITIES CON'T:	% OF TIME
<p data-bbox="99 260 350 291">Sales Administration</p> <ul style="list-style-type: none"> <li data-bbox="159 323 1224 354">A. Provides the Retail Sales Manager with a weekly itinerary by 5pm Friday of the previous week. <li data-bbox="159 357 1057 388">B. Updates the RSM with daily updates on their sales and merchandising progress. <li data-bbox="159 390 980 422">C. Handles customer and consumer complaints in accordance with policies. <li data-bbox="159 424 1175 455">D. Submits and maintains proper customer records, sales, activities and other required reports. <li data-bbox="159 457 1216 510">E. If a company car is issued along with any other company equipment it should be maintained in accordance with company policy. <li data-bbox="159 512 922 543">F. Develop proper relations and rapport with customers with territory. <li data-bbox="159 546 894 577">G. Complies with all company policies, instructions, and directives. <li data-bbox="159 579 1013 611">H. Maintains, organizes and updates all sales materials for effective utilization. <li data-bbox="159 613 768 644">I. Addresses unsaleables according to company policy. <li data-bbox="159 646 1276 678">J. Communicates competitive activity including bootleg issues to sales and merchandiser management. 	<p data-bbox="1317 260 1390 291">20%</p>

NESTLÉ USA POSITION DESCRIPTION

TITLE: Retail Sales Representative

SUPERVISION RECEIVED:

Retail Sales Manager

SUPERVISION GIVEN:

Initial Training
Follow-up sales training in the field
Daily activity must be provided to supervisor

FINANCIAL/STRATEGIC IMPACT:

Uses incremental display activity to generate additional retail sales.

REQUIREMENTS AND MINIMUM EDUCATION LEVEL:

Working knowledge of Micro-Soft Excel, Word and PowerPoint
Spanish Bi-lingual required
Drivers License with a good driving history
History of good work performance
Superior Organization, Communication and Follow-Up Skills.
Highly Creative.
Articulate.
Successful completion of a background check and drug screen.
College Degree Preferred.
Overnight Travel: 10-20%

EXPERIENCE:

Entry Level Position OK
High Interest in Hispanic Grocery Sales.

SKILLS:

I am looking for someone that is interested in a career in Hispanic Grocery Sales. Previous experience in sales or the grocery industry is not required. I am looking for a motivated person willing to put in a lot of time and effort into learning about and exciting, fun and fast growing part of the Industry. The person I need to fill this position will need the following skills:

- A strong work ethic
- Excellent organization skills
- Articulate communication skills
- Superior Follow-up skills
- A motivation to succeed

APPROVALS:

Immediate Manager

Date

Next Level Management

Date

Human Resources

Date