Perishables Sales Representative Job Description

We are seeking an outgoing, friendly, and service-oriented perishables sales representative to join our sales team and help grow our business. In this role, you will work directly with prospects and customers to book produce orders, provide customer service, establish beneficial relationships, meet sales quotas and assist in other office projects or work as deemed necessary by Management.

Perishables Sales Representative Duties and Responsibilities

- Manage current customer base through frequent communications and excellent service
- Target prospects and conduct cold calls in order to continuously grow the customer base
- Coordinate and deliver presentations to prospective customers
- Identify and leverage various opportunities for business development
- Book and record produce orders with customers, shippers, and vendors
- Attend various sales meetings, conferences and customer appointments
- Promote and assist with various sales and promotional efforts
- Work to meet all established sales targets
- Answer questions and provide high-quality service to existing and prospective customers
- Forge successful professional relationships with existing and prospective customers
- Provide customer-related insights and data to relevant teams and staff members
- Assist in other office responsibilities including, but not limited to…
    - Product procurement as needed
    - Data entry into office programs such as Quick Books, Insightly and Parity or any other platform necessary for data entry
    - Accounts receivable
    - Inventory database maintenance
    - Maintain customer and vendor files

Perishables Sales Representative Requirements and Qualifications

- High school diploma or equivalent
- 2+ years of experience in a sales role, preferably dealing with produce specifically
- Proven track record of closing deals and achieving sales success
- Excellent written and verbal communication skills
- Ability to establish and maintain professional relationships
- Outgoing attitude with a passion for top-notch customer service
- Keen attention to detail with the ability to maintain accurate customer records
- Experience negotiating and solving complex problems
- Time management skills with the ability to juggle numerous projects and deadlines at one time
- Ability to thrive under tight deadlines and challenging goals
- Computer literate with excellent phone manners
- Travel up to 25% may be necessary