



ASMC

## JOB DESCRIPTION FOR RETAIL SALES & MARKETING COMPANIES

### **JOB TITLE: RETAIL SALES REPRESENTATIVE**

#### **SUMMARY**

The primary role of a Retail Sales Representative is to sell and obtain orders for all of (company) brands with planned activities and functions designed to enhance the sale of and to maintain the good condition of those manufacturers' lines. In general, these support activities are designated for product that is on location in the customers' retail store(s) and/or for goods and merchandise remaining in the customers' warehouse.

**DEPARTMENT:** Administration

**REPORTS TO:** Director of Retail Operations (Dotted line responsibility to office manager)

**FLSA STATUS:** Non-Exempt

**SALARY RANGE:** (optional)

#### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

Retail Activities (85% of Retail Sales Representative's time)

- Call on all the stores in their assigned territory within the established call frequency.
- Sell and service all principal accounts represented by (company)
  - Rotate product as required by manufacturer for perishable merchandise and for merchandise requiring freshness checks.
  - Issue credit or pay cash for out of date, damaged, or unsaleable merchandise.
  - Aggressively sell displays of (company) brands while working within the guidelines of customer regulations and (company) display objectives.
- Obtain and maintain 100% distribution of all (company) products approved by the retail customer's warehouse.
  - Conduct regular checks of store; reorder line number tags to insure continued distribution and reordering.
- Carry out all previously planned promotion and programs to a successful conclusion.
  - Supply point of sale material to store(s) as required by the manufacturer and approved by the retailer.
- Apply manufacture's cents-off coupons and special offers to product as required by the manufacturer and approved by the customer.
- Insure that all retail objectives and shelf standards are met and maintained in assigned territory.
  - Keep sections set to customer's schematic or stocking plan as is required or beneficial to (company)
- Together with the Retail Supervisor establish an efficient territory itinerary and then follow this approved coverage plan.
- Maintain competitive awareness and promptly report all information through proper channels.

Administration (15% of Retail Sales Representative's time/not to exceed 8 hours a week)

- Implement and maintain (company) retail call system.
- Carefully review all sales reports to maintain awareness of progress toward assigned goals:
  - Sales bulletin

- Call Report with drive objectives
- Maintain all permanent equipment in the best possible condition:
  - Company car
  - Territory files
- Maintain and update all territorial records.
- Advise all company customers of information regarding pricing and policy.
- Attend and participate in all scheduled company meetings.
- Report completely and on time using forms supplied and with the frequency requested.
- Practice expense control within guidelines of Retail Supervisor

### **PRIMARY WORKING RELATIONSHIPS:**

- Is accountable to the Retail Supervisor for proper interpretation and fulfillment of functions, responsibilities, and relationships.
- Coordinate activities and cooperate with the Retail Operations Manager, under the direction of the Retail Supervisor, in the execution of promotional programs.
- Establish and maintain rapport with all store personnel or buying personnel in assigned accounts.
- Follow and adhere to company policy and procedures, under the direction of the Retail Supervisor or Retail Operations Manager, when working with a principal.
- Follow proper protocol and procedures when communicating with administration or office personnel.

**SUPERVISORY RESPONSIBILITIES:** None

### **PERFORMANCE AND/OR EDUCATION PREREQUISITES:**

- High school diploma or equivalent and proficient in use of Microsoft Windows, Word, and EXCEL. Must type or keyboard at least 40 wpm.
- Demonstrate telephone skills and interpersonal skills preferably from successful job experience.
- Demonstrate problem-solving and decision making skills from past successful job experience,
- Demonstrate the ability to be a team worker/member.
- Appearance must be neat and business-like.
- Demonstrate the ability to work independently without supervision.
- Demonstrate the ability to deal effectively with a variety of tasks, exercising good judgment and tact

### **PHYSICAL DEMANDS:**

Standing, lifting and bending are a standard part of this job. A person must be in optimum physical condition in order to meet the needs of this position.

A. **STANDING** This is a demanding position that requires a person to be on their feet eight to ten hours per day. It is necessary to walk each store, aisle by aisle, in order to properly merchandise our products.

When out-of-stock situations occur on the shelf, it is the representative's responsibility to correct them. This involves locating our product in the back room. At times, it is necessary to climb over and around pallets in order to accomplish this. Once the merchandise is located, it must then be carried out to the selling floor.

B. **LIFTING** This involves lifting and moving cases from the back room to the selling floor. Also, relocating cases from the bottom shelf to the top shelf. An average case weight would be approximately 35 pounds; however, some can go as high as 60 pounds, such as a bale of sugar.

Cases are also lifted and stacked for display purposes. Often it can mean lifting and stacking as high as ten feet, 50 or 60 cases weighing 34 pounds each.

C. BENDING While not only bending to ground level shelves, or bending into frozen food cases, it involves lifting and moving product. In some instances, the reach into the food case can be up to four feet.

A frozen good “reset” involves shifting all products in the frozen case into a new position. This means three to five hours of working in a stooped position and reaching up to four feet, while moving product.

**WORKING CONDITIONS:**

The work is typically performed in an office environment; moderate noise

*Hazards:* only those present in a normal office setting.

Please acknowledge that you are able to perform the functions of this position as indicated.

If you can perform the job functions with an accommodation, please describe how you would perform the function(s) and what accommodation(s) would be necessary:

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Employee Acknowledgment

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Date