

## **DSR – DISTRIBUTOR SALES REPRESENTATIVE**



**Minimum Years of Experience:** 1 Year

**Employment Type:** Full Time

### **JOB SUMMARY**

The Distributor Sales Representative position is an outside sales position responsible for promoting Latina's products and services while building relationships with new and existing foodservice accounts. Main focus is to help customers succeed while achieving sales and profit goals established by the company. This position often requires working non-traditional hours (evening, weekends and holidays) in order to meet customers' needs.

### **RESPONSIBILITIES**

- Develop new business, penetrate existing accounts, and minimize lost business to achieve profitable sales growth within assigned territory.
- Proactively review customer business needs in order to supply proper mix of products and services.
- Evaluate customer menus/market trends in order to recommend products to customers and ask for the business.
- Awareness of market conditions, product trends, and competitors' products & pricing.
- Be able to answer customers' questions about products, prices, availability and menu applications.
- Actively work with Latina credit department to maintain customers' accounts receivable based on approved credit terms.
- Establish efficient delivery schedule to accommodate customer and Latina's transportation needs.
- Manage customer orders to company required delivery minimums.
- Attend company functions, promotions, and customer events when necessary.
- Attend and participate in general sales and district meetings.
- Engage in system and product training sessions.
- Assist with the training of new employees as requested.
- Review daily and weekly sales/case reports & marketing toolkits.
- Perform such duties as processing credits and pick-up requests, preparing sales quotes, and delivering products.
- Excellent oral and written communication skills, as well as customer service and presentation abilities.

### **QUALIFICATIONS**

#### **Education**

High school diploma or general education degree (GED), or 5 years of Foodservice sales experience.  
Bachelor's degree in Business, Sales, Marketing, Hospitality, or Culinary Arts preferred.

#### **Experience**

1 Year of sales, and/or chef/restaurant management experience, and/or related.  
Business, Sales, Marketing, Hospitality or Culinary Arts degree preferred.  
1 year of outside foodservice sales experience preferred.  
Restaurant management/chef experience preferred.

#### **Licenses, and Registrations**

Must have personal vehicle and maintain Valid driver's license with a clean driving record.

#### **Requirements**

Submit to pre-employment testing (Drug Screen, Background Check).  
Must sign Latina Non-Compete agreement.

#### **Professional Skills**

Proficient computer MS Outlook skills.

### **OVERVIEW:**

Latina Boulevard Foods, LLC. is Western New York's largest family owned and operated Food Service Distributor, serving Western New York's finest eating establishments for over 65 years! Latina employs over 265 associates in both the Buffalo and Rochester markets and operates three distribution and processing center locations.