



L'art du dessert

**THE
FRENCH
PATISSERIE**

SALES EXECUTIVE – REGIONAL SALES MANAGER
East Coast Sales and Service Division.

Scope of position:

This is a food service sales management position assigned to a geographic territory of the Eastern US with approximately 50 accounts.

About THE FRENCH PATISSERIE Inc.

Established 20 years ago The French Patisserie (frenchpatisserie.com) is an award –winning, San Francisco Bay Area based, nationwide manufacturer of a high –end frozen dessert line tailored to food service and retail industry. Our classic, French style products have won consecutive awards at NASFT/SOFI and Fancy Food Shows. Due to unprecedented growth and continued demand for our high quality products; sales positions are currently open in East Coast Division.

The position will have the following responsibilities:

- Work with Director of Sales to establish region’s annual sales goals, contributing to the Company’s annual revenue plan.
- Accountability for meeting sales quotas, growing the distribution base, and managing/negotiating marketing expenditures.
- Appointing and managing brokers as appropriate by providing leadership, direction, setting goals and managing to those goals. Perform Business Reviews with Brokers to review business and discuss strategies and priorities.
- Working with existing distributors in a defined territory and their sales reps to support and increase sales – this entails attending sales meetings, trade shows, developing marketing programs, travel planning, and making joint sales calls to operators.
- Converting wholesale leads (“street accounts” or “end users” generated from various marketing tools – industry research, trade shows, web-site, phone, etc) into purchasing accounts through new or existing distributors.
- Opening up new “broad-line” or “specialty” distribution in untapped regional markets as well as Chain Accounts and Large Buying Groups.
- Communicating to National Director of Sales in regards to planning, organization and reporting of sales data, accounts activities and sales progress.
- Administrative responsibilities, including: expense reports, budgeting and adherence to corporate financial policies and ROI.

We are looking for someone with the following professional business qualifications:

- Proven and verifiable track record of five years outside sales experience selling to Distributors and Chains required.
- Broker sales management experience.
- Food industry sales experience necessary as well as culinary knowledge and interest.
- Negotiation, presentation and problem solving ability.
- Excellent written and verbal communication skills.
- Ethical, conceptual selling and closing skills.
- Excellent customer service, time management, and organizational skills. Proficiency in computer applications including Microsoft Office a must.
- Ability to work independently, within a team-oriented organization and travel extensively (up to 70%) is required.
- Coachable with strong business acumen.
- Undergraduate degree or equivalent business experience is strongly preferred.
- Strong references and verifiable sales background.
- Only those candidates meeting the above requirements will be contacted.

The French Patisserie, Inc. offers long-term professional development, competitive compensation consisting of salary, commissions, and performance bonuses. Business reimbursement account, and a comprehensive benefits package included. Salary based on experience and corresponding sales history.

If this opportunity matches your background and career goals, please email your current resume with a cover letter outlining your professional goals and your current salary requirement to: jobs@frenchpatisserie.com or fax to 650-738-4995. E.O.E