**Sales Position**

**General Description / Primary Purpose**

The Sales Associate is responsible for maintaining daily business with existing accounts and developing new business opportunities as our supply makes available. Contributes to company growth and return to grower by initiating, leading, planning and executing against strategic sales and business development plans. Enhancing the value of Central West to key customers and maximizing returns to the grower are paramount to success.

**Major Responsibilities of The Position**

· Manage the day-to-day contact with existing customers, maintaining a constant flow of Central West products into each customer’s facilities. Other duties include product allocation when demand exceeds supply, handling and processing of sales allowances and work closely with AR in the collection of monies. In conjunction with the VP of Sales focus will also include strategic development of all channels for distribution such as Grocery, Drug, Mass, Discount channels and Wholesalers. Assist in obtaining new business and monitor sales support systems to ensure business retention.

· Develop rapport with decision makers at key accounts to ensure continued business.

· Provides feedback to VP of Sales on account activities, needs and opportunities.

· Following up with customers on sales promotions to increase sales, solidify and expand relationships with customers towards the goal of mutual profitability and growth.

· Effectively administers daily office duties (i.e., reviewing accounts receivable, answering customer questions, as well as complaints, pricing manifests with customers, coordinating ad programs).

***Knowledge/Skills***

· Proven success in managing sales

· Must be able to understand customer product demands and update forecasting systems appropriately.

· Able to negotiate profitable sales agreements with key personnel that prove successful for all involved.

· Maintain current knowledge of industry trends and product development.

· Knowledge and ability to use basic software systems such as Word, Excel, Power Point as part of the daily job function.

· Excellent communication and interpersonal skills with the ability to make sound decisions and predict market trends.

***Education & Specific Qualifications***

· Self-directed time management skills to ensure a high level of quality and efficiency in a fast-paced environment.

· Ability to travel

· Good oral and written presentation and communication skills.

***Personal Characteristics***

· Ironclad integrity; must be impeccably honest and trustworthy; uses discretion regarding confidentiality issues.

· Ability to thrive in a constantly changing, fast paced, demanding environment.

· Competitive; exhibits a genuine passion for the business. Ambition and desire to exploit the full potential of the CWP organization.