



JOB DESCRIPTION

Territory Manager (Southwest US)

Work location: Remote, preferably located in the South West of the United States.

About Cafection Ventures and Evoca Group

Cafection is North America’s largest bean to cup brewer manufacturer and distributor and a proud member of the EVOCA Group, the world-leading manufacturer of professional espresso coffee machines. Aside from a long-standing tradition of providing millions of people with their favorite beverages every day, Cafection is dedicated to global sustainability and designs its equipment to produce only completely biodegradable waste since 1996. EVOCA Group is a world-leading manufacturer of professional coffee machines and a major international player in both the Foodservice and OCS sectors. The Group markets its products under eight brands (Necta, Wittenborg, Saeco, Gaggia, Ducale, SGL, Newis and Cafection) with individual identity and which are at the same time highly synergistic to its mission. Today EVOCA has over 10,000 customers in more than 100 countries over the world, 1,800 employees and revenues in excess of €400 million. The Group, headquartered in Valbrembo (Bergamo), in Italy, is present on a global level with eight production sites and six research and development centers. EVOCA has registered over 500 patents.

Description

Cafection | Evoca needs a Territory Manager to help maintaining current customer relationships while aggressively hunting to develop new customers in the assigned territory.

In this role, we seek an excellent communicator who understands how important both internal and external customer communication is to achieving our goals. If you are a goal-driven, analytical, well organized, road warrior, we would like to meet you.

Duties and Responsibilities:

Overall Customer Relationship

- Develop and preserve relationship with customer’s key influencers and decision-makers;
- Build and maintain long-lasting, profitable customer relationships;
- Responsible for overall account plan for customers;
- Works with and provides direction to technical sales lead to ensure customer is properly using and servicing equipment.

Application
Submit your resume to our **Human Resources department** by email to hr@cafection.evocagroup.com.



www.cafectionevoca.com

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Sales Territory Responsibilities

- Responsible for meeting sales growth targets and KPI's within sales territory;
- Sales responsibilities in both the OCS and Foodservice channels;
- Develop the assigned territory by prospecting, promoting and presenting all Cafection | Evoca products;
- Regularly cold call new account opportunities. Pursue and develop new prospects and relationships;
- Promote, sell and secure orders from existing and prospective customers through a relationship-based solution selling approach;
- Demonstrate products and services to existing and potential customers, assisting them in selecting those products and services best suited to meet their business needs;
- Grow existing accounts through the introduction of new products;
- Analyze the territory/market's potential and determine the growth potential of existing and prospective customers;
- Effectively manage social media channels to connect with customers, key business decision makers and industry professionals;
- Familiarity with using a CRM for customer management. We utilize Salesforce for all customer and territory planning, and activity reporting to ensure sales goals are met and key information is available to other departments;
- Communicate and strategize regularly with Sales Director concerning accounts and sales opportunities;
- Establish and maintain working relationship with all internal partners;
- Effectively communicate the state of the business to upper management;
- Represent company at major industry events, conferences, trade shows and expositions;
- Engage in educational and team building activities to strengthen personal and professional development;
- Manage and report travel expenses consistent with company policies.

Requirements

- College graduate with business experience;
- At least 5 years of experience in coffee equipment or food and beverage equipment;
- Technical aptitudes;
- Valid driver's license and be able to provide a proof of car insurance;
- Valid passport to travel in the US and to Canada;
- Good knowledge of Microsoft Office suite;
- Knowledge of Salesforce CRM is considered an important asset;
- Approximately 80% of the work is done outside the office, by contacting customers directly.

Application

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