



JOB DESCRIPTION

Foodservice Territory Manager

WORK LOCATION:

Remote

3 TERRITORY MANAGER POSITIONS OPEN:

Central region;
North-East region;
South-East region.

About Cafection|Evoca Group

Cafection is North America's largest bean to cup brewer manufacturer and distributor of the EVOCA Group products, such as Gaggia Milano. Evoca Group is a world-leading manufacturer of professional coffee machines and a major international player in the OCS sector. The Italian brand is looking to develop the North American foodservice market.

Description

Cafection|Evoca Group is looking for a Territory Manager to help us to aggressively hunt and 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, perform well under pressure, analytical, well organized, road warrior, we would like to meet you.

DUTIES AND RESPONSIBILITIES:

Overall customer relationship

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

Sales territory Responsibilities

Main task: Establish a regional vision to grow coffee equipment sales and business.

- Develop the assigned territory by prospecting, promoting and presenting Cafection|Evoca products;
- Regularly cold-call new account opportunities. Pursue and develop new prospects and relationships;
- Promote/sell/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;

Application

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



www.cafectionevoca.com



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- Analyze the territory/market's potential and determine the growth potential of existing and prospective customers;
- Responsible for meeting sales growth targets and KPIs within sales territory;
- Sales responsibilities in the foodservice channels;
- Effectively manage social media channels to connect with customers, key business decision makers and industry professionals;
- We utilize Salesforce for all customers 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 the Sales Directors 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.

Qualification and skills

- Entrepreneurial mindset is critical;
- Self-starter who demonstrates pride and ownership in our business;
- Shows consistent passion, effort, optimism and perseverance in the pursuit of our goals;
- Innovates, creates and is solution oriented;
- Sorts through opportunities to make quick decisions.

Requirements

- At least 5 years of experience in selling coffee equipment, coffee or food and beverage equipment;
- Knowledge of the coffee industry and different brewing equipment is preferred;
- Candidates must live near a major airport and demonstrate deep knowledge of area or a current portfolio of existing customers;
- College graduate with business experience is preferred;
- Technical aptitudes;
- Must be exceptionally goal-oriented and organized with a demonstrated ability to understand and use sales and marketing resources in a selling environment;
- Valid Driver's License and must provide 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.

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