

Job Description

Date

Position Sales Account Manager

Reports to Sales Manager

Company Vision

“Partner of choice for Auckland’s foodservice”

Mission

Delivering inspiration, innovation, and creating culinary magic

Values

- Ownership – Responsibility and accountability; we own it.
- Quality – In everything we do, be the best.
- Care – For our people and our customers.
- People – Teamwork drives our success.
- Passion – In all that we do.

Role Overview

The Sales Account Manager is responsible for managing a portfolio of existing customers, driving new business growth, and supporting Bidfood’s market share and sales performance. This includes hands-on territory development, strategic account planning, and the ability to identify opportunities and deliver tailored solutions across a diverse customer base.

This role combines proactive field sales engagement with more structured key account development, working collaboratively with internal teams to ensure the delivery of exceptional service and profitable outcomes.

Key Relationships

- Customers – Chefs, Buyers, Procurement Teams
- Internal – Sales, Purchasing, Customer Service, Warehouse & Distribution Teams

Primary Objectives**Business Development**

- Identify and prioritise high-value or strategic opportunities across your territory.



- Establish and develop new customer relationships through regular field visits and proactive engagement.
- Develop tailored sales strategies for new and existing customers, aligning with business goals and customer needs.
- Work with the Purchasing team to source required products and deliver solutions.

Account Management

- Manage a diverse portfolio of customers, ensuring consistent growth in sales, gross profit \$, and gross profit %.
- Develop and maintain Account Plans for key customers.
- Conduct regular customer visits and maintain ongoing communication and engagement.
- Monitor performance metrics and adjust strategies as required.
- Provide monthly commentary and updates to the Sales Manager.

Sales Execution

- Achieve sales and margin budgets.
- Complete a structured call cycle, including a minimum number of calls per week as agreed with your manager.
- Utilise the CRM and Real-time system effectively for order entry, reporting, and customer insights.
- Maintain accurate records and up-to-date customer data.
- Promote new product lines and innovation, including MyBidfood and Smart Choice solutions.

Service Delivery

- Act as the primary point of contact for your accounts, ensuring exceptional service and follow-through.
- Resolve service or delivery issues promptly by working with internal teams.
- Assist with receivables when required.

General Responsibilities

- Attend sales meetings, training sessions, and conferences as required.
- Assist in stock-takes or other operational support functions as directed.
- Maintain a professional standard of appearance and conduct at all times.
- Uphold all Bidfood policies, including Food Safety and Health & Safety.

Team Participation

- Actively contribute to a culture of collaboration and shared success.
- Support team development activities and provide backup where needed.



Health & Safety Responsibilities

Under the Health and Safety at Work Act 2015, you are required to:

- Take reasonable care of your own health and safety and that of others.
- Follow all reasonable instructions and policies.
- Report hazards, incidents, and near misses to your manager immediately.

Food Safety Responsibilities

- Adhere to Bidfood's HACCP-based Food Control Plan.
- Immediately report any irregularities, breaches, or non-conformances.
- Attend relevant food safety training as required.

Key Performance Indicators

Sales, Gross Profit \$, and margin growth

Customer retention and growth

Number of customer visits/calls per week

Accuracy and timeliness of CRM/Realtime use

MyBidfood and Smart Choice uptake

Maintained and reviewed account plans

Customer service satisfaction and internal feedback

Compliance with all Food Safety and H&S policies

Employee Acknowledgement

I accept this position and its accountabilities and agree to meet the performance standards and produce the stated outcomes.

Signature: _____ Date: _____