



## Job Description for

<b>Date</b>	February 2025
<b>Position</b>	<b>Sales Account Manager - Mandarin speaking</b>
<b>Reports to</b>	Field Sales Manager

---

### Company Vision

“Partner of choice for Auckland’s foodservice”

### Mission

Delivering Inspiration, innovation, creating culinary magic

### Company Values

- Ownership –responsibility and accountability, we own it.
- Quality – in everything we do, be the best.
- Care – about our people and customers
- People - people and team work drive our success
- Passionate – in all we do

### Overview

- The primary responsibility of this role is to improve Bidfood’s market share and sales within the Auckland Market.
- The Account Manager will identify target customers, establish and build relationships and develop Bidfood’s service offer by working with the purchasing and operations team.

### Functional Relationships

Sales team, Customer Service, Purchasing, Warehouse and Distribution Staff.

### Primary Objectives

### Business Development

- Identify and prioritise target customers, including key personnel (chef/buyer)
- Build knowledge of product, pricing and service requirements
- Develop sales approach to the identified customers
- Establish initial contact with potential new customers
- Work with the Purchasing team to source required products
- Ensure procedures followed when establishing new customer accounts



### **Account Management**

- Achieve monthly sales budget
- Complete a program of customer visits as defined by the Sales Manager with a minimum of forty calls per week
- Regularly update sales and marketing information to customers, including new product information
- Provide a customer call report to the Sale Manager on a weekly basis
- Prepare Account Plans
- Prepare and present monthly territory KPI reviews to Sales Manager

### **General Sales**

- Attend weekly sales meetings
- Assist with the collection of accounts receivable when required
- Ensure all pricing quoted to customers is within authorised limits
- Ensure all related paperwork in your sales are is up to date
- Be competent to use the Real-time computer system for reports and inputting orders
- Maintain and manage all service aspects in your sales area to ensure your customers receive a high level of service.
- Be available for training courses and sales conferences which may held over the weekends.

### **Complete Additional Responsibilities as directed by your Manager, including;**

- Assisting with company stock-takes
- Assist other staff with sundry duties as directed by your Manager.
- Maintain a high standard of dress and grooming so as to represent a professional company image to visitors.
- Be familiar with all company policies, including those relating to Health and Safety and Food Safety.

### **Team Participation**

- Support and participate in team development opportunities
- Provide back up support for team members when required
- Actively engage and support a team culture of collaboration

### **Health & Safety**

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

- Take reasonable care of your own health and safety, including reasonable care that others are not harmed by something you do or don't do.

- Follow reasonable health and safety instructions given by anyone at Bidfood, as far as you are reasonably able to.
- Cooperate with any reasonable Bidfood business policy or procedure relating to the workplace's health and safety.
- Ensure that all accidents, injuries near misses or hazards that occur at work or that affect your work are reported as soon as possible to your Supervisor/Manager or branch Health and Safety Coordinator.

### **Food Safety**

- Bidfood has a HACCP based Food Control Plan (FCP), developed to meet the legal requirements of the Food Act 2014 and other Food Safety requirements
- You are responsible for following Bidfood's Food Safety requirements under the FCP. Please see the branch Food Safety coordinator for a copy of the FCP.
- You must immediately report irregularities or non-conformances using the standard operating procedure defined in the FCP.

### **Key Performance Indicators**

Your individual performance will be measured against the following criteria

- Sales, Gross Margin and expense budget
- Number of customers with active accounts each month
- Average sales per account
- Average lines per invoice
- Sales call made per day in accordance with call cycle
- Maintained account plans
- Territory Reviews held and KPI's measured
- Number and % of accounts using MyBidfood
- Number and % of accounts purchasing for our Smart Choice range
- Compliance with Food Safety requirements where applicable
- Perceptions of teamwork by other staff with functional relationships
- Contribution to achievement of goals within overall operation group and company

The organisation recognises that over time employees will, through the natural process of gaining confidence in their ability and understanding of the systems; operate quicker and more efficiently at the job they hold. This will free up time that could be used to develop and enhance the skills, knowledge and abilities of the employee. As a consequence of this, and because the organisation is interested in developing each employee to their full potential, each employee, will from time to time, be asked to take on extra duties that are designed to upgrade their skills, knowledge and abilities. These extra duties will be discussed between the employee



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

Signature: \_\_\_\_\_

Date signed: \_\_\_\_\_