



Job Description for

Date February 2025

Position: Telesales – Sales Support (office based)
Mandarin Speaker

Reports to: 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 every thing 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 Asian Market.
- The Telesales / Sales Support will identify target customers, establish and build relationships and develop Bidfood’s service offer by working with the sales teams, purchasing and operations team.

Functional Relationships

Sales Team members, Customer Service Representatives, Purchasing, Warehouse and Distribution Staff.

Key Sales Responsibilities

- Achieve monthly sales budgets/targets.
- Complete a program of customer calls as defined by the Sales Manager with a minimum of fifty five outgoing calls per week.
- Have a regular plan for cold calling.
- Regularly update sales and marketing information to customers, including new product information.
- Attend weekly sales meetings.
- Ensure all data is updated and recorded in BID IQ on a weekly basis.

- Ensure all pricing quoted to customers is within authorised limits.
- Assist with stock-takes when required.
- Maintain and manage all service aspects in your sales area to ensure your customer receive a high level of customer service.
- Be available for training courses and sales conferences which may be held over weekends
- Assist with the collection of accounts receivable when required
- Ensure all related paperwork and data entry for sales is up to date and accurate
- 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.

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

Key Customer Service Responsibilities Inbound/Outbound

- Efficient handling of customer queries
- Research information utilising available resources
- Manage and resolve customer complaints
- Provide customers with product information
- Look to upsell at every opportunity
- Document all information according to standard operating procedures
- Upsell promotional lines or alternatives
- Maintain customer data base
- Check and clear all orders on hold for your Territory customers
- Sound knowledge of Customer Service Procedure Manual, processes and policies
- Support Account Managers with customer queries, escalations issues etc.

General

- Assist with company stock-takes
- 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

- To achieve sales budgets and G.P targets
- 100% accuracy on order taking
- Grow customer base within designated area
- Increase product range sold into each customer (i.e. Lines per invoice).
- Perceptions of teamwork by other staff with functional relationships
- Contribution to achievement of goals within overall operations group and company

I accept this position and its accountabilities and I agree to use the systems, to meet the standards and to produce the stated outcome.

Signature: _____

Date signed: _____