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**Retail Sales Manager**

* Salaried
* Job type: full Time
* Department: Sales

**Job summary**

Reports to the VP of Branded Sales and Marketing with significant self-oversight. Responsible for establishing and maintaining long-term symbiotic relationships with distributors and end-users by developing, maintaining, and expanding customer relationships at multiple levels with a variety of vendors. The position of Retail Sales Manager will be responsible for selling DemKota Ranch Beef Branded products and programs into retailers and retail distributors.

**Essential Job Functions**

1. To show business growth in terms of volume and profitability by protecting and GROWING existing business while generating new business opportunities in (retail).
2. Plan, coordinate, and execute DemKota Ranch Beef branded programs and product development strategies.
3. Enhance reputation and value with customers by providing guidance and strategy to grow DemKota Ranch Beef brand.
4. Conduct direct sales training and presentations
5. Develop business plan for assign region and strategy for growth in region.
6. Responsible for forecasting and meeting sales volumes within assigned territory
7. Frequent face to face contact and maintain and develop solid POSITIVE sales relationships with current and targeted customers.
8. Provide assigned Customer Service Partner with guidance on the needs and expectations of key/specific customers to ensure high quality service levels.
9. Manage relationships with brokers as needed per customer request.

**Knowledge, Skills, and Abilities:**

1. Minimum of 5 years’ progressive protein sales experience or equivalent
2. Has strong knowledge (retail) and customer base
3. Bachelor’s degree preferred
4. Demonstrated sales planning, forecasting and sales execution experience
5. Excellent verbal and written communication, presentation, decision making and negotiation skills.
6. Proven ability to build and maintain effective relationships with customers, prospects, and fellow employees.
7. Strong aptitude to effectively interpret and use multiple information sources to develop customer specific tactical plans and options.
8. Must be able to travel up to 60% - 70% of the time
9. Able to travel in the continental US