



COUNTRY FRESH MEATS

NATIONAL SALES MANAGER

Purpose

The purpose of the National Sales Manager is to grow and develop total Country Fresh sales for the convenience channel, working with a small sales team, brokers, and national convenience distributors. You will develop detailed strategic sales plans for the channel and lead a team (Regional Sales Manager and Sales Coordinator) with an opportunity to expand the team. Strong emphasis on planning, forecasting, building customer specific programs and penetrating multiple levels of customer organizations.

Specifically, you will:

- Develop multi-year plans for convenience business opportunities focused on expanding Country Fresh presence in existing outlets and gaining new distribution in new outlets.
- Develop the revenue and trade strategy for national distributors with a significant focus on growing the business.
- Manage trade spend to drive profitability, leading the team to track and manage promotions.
- Develops existing customer relationships and cultivates new customer relationships through fact-based industry and category insights.
- Manage broker network and conduct trainings as needed.
- Collaborate with internal functions to develop customer specific programs/items/POS to build the business.
- Accountable for the development and accuracy of sales forecast to drive production planning.
- Provide business updates to Senior Leaders on sales results/opportunities.
- Improves processes, procedures, and efficiencies related to customer business, supply chain and service.
- Responsible for managing performance, training and developing direct reports.
- Travels to plant in Wausau, WI on a monthly basis to meet with management and the Sales team.

Knowledge, Skills & Abilities:

- 7+ Years of CPG experience in convenience channel working with brokers or national distributors such as McLane, CoreMark, Eby Brown, Hackney or DOT
- BS/BA Undergraduate Degree. MBA preferred.
- Strong analytical skills (specifically able to identify trends, opportunities, and business insight)
- Strong business acumen; specifically, with P&L management, Trade Management and Demand Planning.
- Ability to interface and build relationships with multiple levels of an organization
- Proactive (high sense of urgency) and committed to delivering results in a fast-paced, demanding work environment
- Experience developing strategic sales, marketing, and financial plans
- Strong computer technical skills in MS Excel & PowerPoint
- Experience leading teams
- Bachelor's Degree in business or related field, MBA preferred