



Vibrant Health Products | Job Posting

REGIONAL SALES MANAGER (EASTERN CANADA)

This high-profile sales role represents an exciting career opportunity with an innovative, entrepreneurial, and highly successful family of brands in the Natural Products industry, and it represents a very strategic hire for Vibrant Health Products. The Regional Sales Manager will be responsible for selling-related activities in Eastern Canada, which include retail sales calls, individual account management, optimized product placement, maintenance of broker, distributor and retail relationships, and coordination with the business development team to ensure that proper pricing and promotions are presented and executed for our customers in Retail, Foodservice, and Club channels.

KEY RESPONSIBILITIES

- **Leadership:** Provides quality leadership for Vibrant Health Products external customers, brokers and distributors in all assigned tasks while upholding Vibrant Health Products Values at all times: inclusive of constructive problem solving, facilitating creative improvements, and inspiring others. Works with Director of Sales to direct selling activities within the region, inclusive of resource deployment & customer interaction.
- **Develop Territory Sales Revenue Goals:** works with Director of Sales to develop revenue goals for Eastern Canada by examining existing & new account capacity for sales of existing and newly introduced products.
- **Forecast Regional Sales Volume:** work with Business Development team and National Sales Director to forecast annual, quarterly, and monthly sales revenue for assigned territory, working within established trade spend targets.
- **Develop and Coordinate Broker Sales Team Action Plans:** Develop territory specific action plans with Director of Sales to seek, create and develop new business opportunities in retail, club and food service. Ensure promotional activities and new product launches are presented in a timely manner. Follow up and communicate action plan, outcomes to management.
- **Plan and Direct Training for New Broker and Distributor Sales Teams:** ensure that broker and distributor sales representatives are capable of enunciating our various brand values and are equipped to properly represent us to our clients (by conducting training).
- **Provide Resources to Broker and Distributor Sales Teams:** provide sales plans and promotional calendars to broker and distributor representatives for retail distribution, ensuring they have the necessary resources to perform properly. Work with Director of Sales to examine and approve specific promotional activity where appropriate.
- **Retail Store Liaison:** handle retail account presentations, manage retail relationships to ensure broker and distributor execution is satisfactory, and monitor retail product placement and performance, taking appropriate action when necessary. Cultivate and maintain effective key account relationships with executive decision makers.
- **Sales Data Analysis:** review available sales data reports to provide routine and strategic sales analysis with recommendations on how to drive growth. Track, collate and interpret sales figures in conjunction with Business Development to find opportunities for new sales revenue or incremental sales revenue improvement, investigating lost sales and customer accounts where appropriate.



- **Trade Show Representation:** represent Vibrant Health Products brands including One Degree Organic Foods, Little Northern Bakehouse, and Silver Hills Sprouted Bakery at CHFA trade shows, and other shows as agreed upon and assigned by Director of Sales.

EXPERIENCE, SKILLS, KNOWLEDGE AND ABILITIES

- A Bachelor's degree (B.A.) from four-year college or university in Business or related field and/or a minimum five-to-seven years of workplace experience.
- Experience in Consumer Products Goods and/or baking industry a plus.
- Knowledge and passion for healthy eating and lifestyle choices a must.
- To perform this job successfully, an individual must have knowledge of and be proficient in the use of the Macintosh operating system and related programs, as well as Microsoft Office Software, specifically Microsoft PowerPoint and Excel.
- Entrepreneurial, innovative DNA with excellent organizational and communication skills.
- Excellent interpersonal communication skills, both oral and written.

This position will appeal to somebody who wants to be a contributing part of something very new and exciting in the natural foods category.

If you are looking to work and learn in an environment that fosters personal involvement and development, while keeping you challenged and at the leading edge, then this may be the place for you.

Please email your resume and covering letter to careers@vibranthealthproducts.com stating **Regional Sales Manager** in the subject line before the posting close date of **July 31, 2017**. No phone calls please.

We thank all applicants for their interest, but we're so busy growing that we'll only be able to get back to those who are shortlisted for interview.

Please submit resumes to careers@vibranthealthproducts.com | CLOSING DATE: **July 31, 2017**