

Retail Sales Executive: Calling all sales professionals!

BakeArt . BakeArt is one of the leading suppliers of edible cake decoration products to retailers across the UK.

We are looking for dedicated sales executives to handle this growing and exciting part of our business. This is a role for a real salesperson, not an order taker! There is a basic salary and no upper limit on commission.

The role: Based at our site in Swansea.

- To handle an established customer base, made up of, small to medium accounts, selling from an existing product range.
- To grow the customer base significantly.
- To find new customers and develop strong viable business relationship.
- To identify trends in the market and update the directors of the business accordingly
- Monitor competitor activity and report back accordingly.
- To liaise internally with colleagues in IT, production, accounts, design, logistics, etc.
- Report directly to the directors.

Above all, to deliver strong profitable sales growth.

The candidate:

You will possess the following key attributes:

- A keen sales person with a proven track record of success, preferably within the retail market but not necessarily confectionery.
- Be able to develop good solid business relationships.
- Be an excellent communicator.
- Possess basic numeracy skills.
- Have strong negotiating skills.
- Be tenacious.
- Target driven.
- To be able to work in an organised and methodical manner.
- Be able to manage multiple projects at any given time.
- Have basic IT skills, i.e. Word, Excell, Outlook, etc

The ideal candidate will need to be IT literate, have an excellent telephone manner and be smart in appearance. Although the role will be office based initially, you will be required from, time to time, to attend trade shows and visit customers, which will entail staying away from home and working weekends.

Hours : Mon to Fri 9.00 am to 5.30pm (nominal) – it is expected that, the successful candidate will work to complete a task.

Salary: basic plus on target earnings with no upper limit.

In the first instance, please forward your CV and covering letter to:

MICHTON ltd
Recruitment Dept
Kingsway
Swansea West Ind. Estate
Swansea SA5 4DL

And mark you envelope ' Retail Exec-BakeArt'

Or e-mail to admin@michton.com

If you have not heard from us within 2 weeks you may consider that, your application has not been short listed.
N.B. NO AGENCIES UNDER ANY CIRCUMSTANCES. PREVIOUS APPLICANTS NEED NOT APPLY.

Job description:

- To promote and sell the BakeArt range of cake decorating products:
 - To reach and exceed monthly and annual targets
 - To increase distribution of the range

- To manage an existing a portfolio of accounts :
 - Maintaining regular contact by phone or customer visits.
 - Increase sales in these accounts.
 - Increase distribution in these accounts.
 - To monitor competitor activity in these accounts.

- To seek new accounts:

- Where appropriate, to manage product development for volume customers.

- To report back on a weekly & monthly basis to the directors:
 - Sales per week and month
 - New listings in existing accounts
 - New accounts opened
 - Competitor activity, i.e. retail prices, cost prices, service levels, npd.

- Hours, the notional hours for this role are: Monday to Friday 9.00am to 5.30pm. However, it is expected that the successful candidate would have sufficient drive and ambition to work till job completion. This role will also include weekend work attending trade shows and assisting in the set up of trade shows.

The role will also entail travelling to meet and present to customers. Although the aim is to undertake such work at mutually convenient times, appointments will be made to suit the customer's requirements. As such this could entail travel at early times of the day, late returns and staying away from home.