

# Job Description

**Job Title:** Territory Account Manager (TAM)

**Department:** Sales

**Responsible to:** Head of Sales / Regional Sales Manager

**Responsible for:** Territory Accounts / New Business



## Summary of main purpose of the Job:

The **Territory Account Manager (TAM)** is responsible for:

- Consistently communicating to all customers, the key benefits of using Harlech Foodservice as a TOTAL FOODSERVICE solution for their business; Reinforcing the “Trust” Pillars
- Focusing upon and actively promoting Harlech’s CORE RANGE of products through delivery key messages, services and promotions to every customer
- Understanding their marketplace and be proud of our COMPETITIVE PRICING models;
- Driving Sales growth through hitting company & area targets & winning new business
- Supporting operational efficiencies within the sales operation whilst ensuring excellent CUSTOMER SERVICE is maintained
- Working collectively as one team with the regional BDM in growing the sales and profitability of customers in their postcode pipeline.

## Knowledge and Skills Required:

- Experience in face-to-face sales and providing solutions based on customer needs and company objectives
- Strong communication and interpersonal skills with aptitude in building relationships with professionals of all organisational levels
- A firm grasp of our TOTAL FOODSERVICE OFFERING and proud to promote Harlech and its company image
- Ability in problem solving and negotiation
- Strong commercial acumen
- Thorough business knowledge of specific territory i.e. customer base and competitors
- Good IT skills and competent in the use of teams, outlook, and Microsoft office applications
- Efficient and effective time management skills and journey planning

## Main Duties and Responsibilities:

### Your Own Accounts and Key Accounts

- Developing strong business relationships with a portfolio of profitable accounts and clients, continually reinforcing the benefits of Harlech as their TOTAL FOODSERVICE solution.
- Working with your Line Manager and regional BDM to discover additional ways of further strengthening Harlech’s TOTAL FOODSERVICE proposition to key customers e.g. discounts and rebates
- Effective communication of Harlech’s sales tools (brochures etc) as a key priority and have a clear understanding of their role in relation to CORE RANGE and COMPETITIVE PRICING.
- Acquire a complete understanding of your customer’s needs and requirements and building longer term plans for growth with our CORE RANGE, COMPETITIVE PRICING and CUSTOMER SERVICE and how this can fulfil them.
- Update new business / customer pipeline, effective journey planning and effective use of repweb, reports and completing daily contact notes.

- Ensure a thorough understanding of your local competitor activity and how they compare to our key business priorities, feeding back to the business where required.

## General Conduct

- You are Effective & Professional, representing Harlech's company image and uniform policy
- Keep all computer and manual records updated daily/weekly as required and
- Ensure Company vehicles are always kept clean and tidy, reporting any defects or problems to your Line Manager and complete weekly car "checked safe" reports
- Attend monthly regional sales meetings with Regional Sales Manager to discuss KPI performance and ongoing company objectives.
- Ensuring you follow productive journey plans through planning the frequency of visits and length of call to represent the customers overall sales and profitability.
- Ensure as far as is reasonably practicable your own health, safety, and welfare and that of others who may be affected by your acts.
- Any other duty which may be reasonably requested by your Line Manager

Employee Signature.....

Date \_\_/\_\_/\_\_

Manager's Signature.....

Date \_\_/\_\_/\_\_