

Sales Representative

HORECA Sales Representative – Chilled & Frozen Meat

Job Purpose

To develop and grow sales of chilled and frozen meat products by attracting new customers, retaining existing ones, carrying out field sales visits, and achieving sales and collection targets in line with company policy.

Duties and Responsibilities

- Carry out the daily and weekly customer visit plan.
- Seek out and win new customers, in particular: restaurants, hotels, central kitchens, catering and food-service companies, supermarkets, butcheries, and food traders and distributors.
- Present the company's products, prices and specifications to customers.
- Achieve the assigned monthly and annual sales targets.
- Receive customer orders and verify their accuracy, quantities and delivery dates.
- Track product availability and quantities and coordinate with the warehouse and distribution.
- Follow up with customers after the sale and confirm their satisfaction with product quality and service.
- Build long-term commercial relationships with customers.
- Manage prices, offers and discounts within the approved authority.
- Follow up the collection of amounts due from customers in line with the credit and collection policy.
- Follow up invoices, returns and customer claims.
- Monitor competitors' prices and new products in the market and report to management.
- Track production and expiry dates and ensure customers are not left holding stagnant stock.
- Comply with the requirements for handling chilled and frozen products and the cold chain.
- Submit daily and weekly reports on visits, sales, customers and new opportunities.
- Update customer data in the CRM or the sales system.
- Follow up quotations and commercial contracts through to closing the sale.
- Coordinate with the warehouse, distribution, accounts and customer service departments to ensure orders are fulfilled.
- Handle customer complaints in coordination with the relevant departments.
- Comply with company policy on pricing, credit, collection and sales.
- Maintain the vehicle or work equipment assigned to him, if any.

- Comply with the uniform, the company's appearance and professional conduct when visiting customers.

Key Performance Indicators (KPI)

Indicator	How it is measured
Achieving the sales target	Percentage of the monthly target achieved
Winning new customers	Number of new customers per month
Customer retention	Percentage of active customers
Sales growth	Growth rate compared with the previous period
Collection	Percentage of receivables collected
Average order value	Sales value ÷ number of orders
Number of visits	Daily / weekly visits
Customer conversion rate	Leads converted into actual customers
Returns	Returns as a percentage of total sales
Customer satisfaction	Complaints and ratings

Required Qualifications

- Secondary certificate or diploma; a university qualification in business administration or marketing is preferred.
- 2–5 years of experience in food sales, preferably meat or chilled and frozen products.
- Good knowledge of the food, restaurant and catering market.
- Excellent selling, negotiation and relationship-building skills.
- The ability to achieve sales targets.
- The ability to work in the field and visit a large number of customers.
- Proficiency in using sales applications.
- A valid driving licence, if the role is field-based.

Personal Skills

- Communication and persuasion.
- Negotiation and closing deals.
- Relationship building.
- Time management.
- Problem solving.
- Working under pressure and achieving targets.
- Follow-up and collection.

- Initiative and seeking new sales opportunities.