

POSITION TITLE:	Director of Sales	Tier:	
REPORTS TO:	Vice President of Sales	Date Reviewed:	1/23/2023
DEPARTMENT:	Business Development	Date Approved:	
TYPE OF POSTION:	Full-Time/Exempt	Revision #:	
LOCATION OFFICED:	Any/Remote		

POSITION DESCRIPTION:

Under the supervision of the Vice President of Sales, the Director of Sales will be responsible for growing HFI sales via initiating projects for new ingredients with existing customers and developing new customer sales. This position will be able to manage complex national and international accounts at a senior level, working across multiple departments within the organization.

RESPONSIBILITIES AND DUTIES:

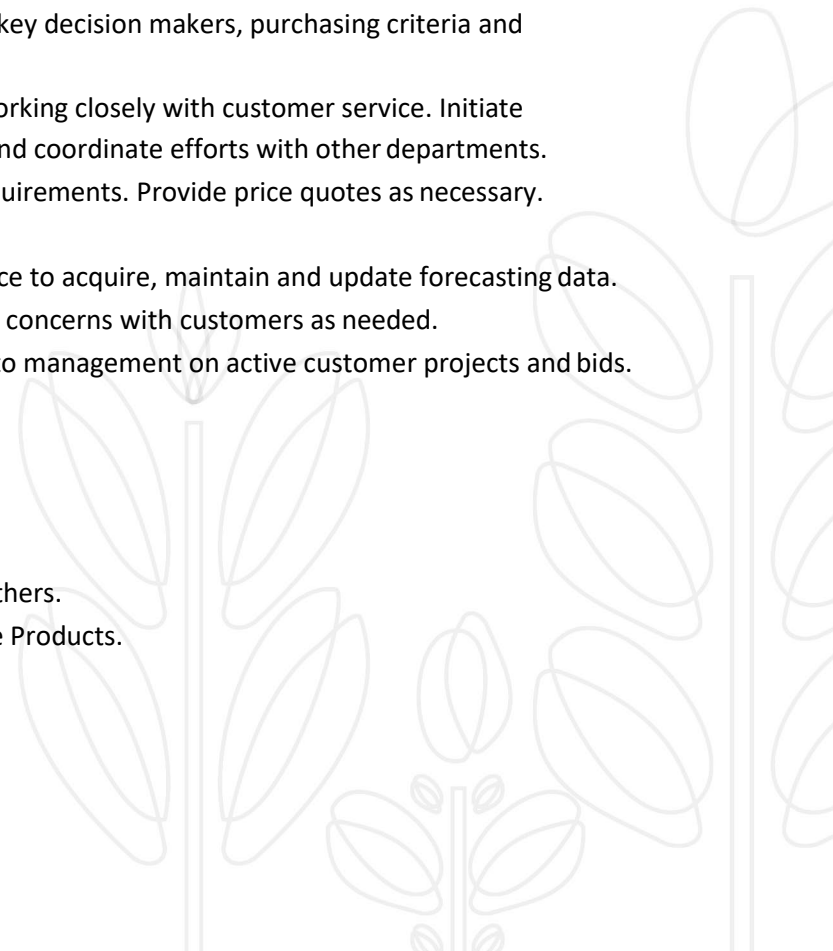
- Initiate customer development projects that require coordination across multiple functions and creative thinking to discover opportunities to maximize margin and provide solutions for customer needs.
- Gain in-depth knowledge of HFI’s portfolio and how best to position ingredients to food manufacturers.
- Research, prioritize, develop and qualify new leads to increase sales.
- Develop and deliver upon annual volume and margin forecasts.
- Manage other business development personnel and customer service personnel to deliver on their goals.
- Prospect for new business through identifying new customer contacts and presenting HFI portfolio.
- Represent HFI at conventions, trade shows and customer meetings; generate and follow up on leads from trade shows, meetings and marketing activities.
- Maintain regular contact and develop long term relationships with existing customers to identify and target new opportunities to expand product sales and ensure customer satisfaction.
- Gain understanding of HFI customers, including key decision makers, purchasing criteria and competitive suppliers.
- Identify and resolve customer concerns while working closely with customer service. Initiate internal communication of customer concerns and coordinate efforts with other departments.
- Verify price and delivery to meet customers’ requirements. Provide price quotes as necessary.
- Maintain customer information in HFI database.
- Work jointly with customers and customer service to acquire, maintain and update forecasting data.
- Actively review accounts receivable and address concerns with customers as needed.
- Provide regular business development updates to management on active customer projects and bids.
- Provide back up to other HFI staff as needed.

QUALIFICATIONS:

- Strong verbal and written communication skills
- 5 – 7 years’ experience of ingredient sales.
- Team player with the ability to work well with others.
- Strong experience and skill with Microsoft Office Products.

BACK UP:

- Business Development Team



Name:		Date:	
Signature:			
Manager Name:		Date:	
Signature:			

