

Verde Farms, LLC

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Regional Sales Manager

About Verde

Verde Farms is the leading marketer of natural, organic and grass-fed beef in the United States. Working with family farms across the globe, we are connecting with consumers who desire healthy, great-tasting meat raised in a sustainable manner. Our employees believe in the company's core set of principles, and leadership's commitment to innovation!

As a dynamic, value-driven, privately-held company based in the greater Boston area, Verde Farms employees are united by the company's mission, supportive culture, shared values, and integrity. This is a great time for key individuals to be a part of the double-digit growth at an organization that continuously creates new opportunities for team members to develop while changing the industry landscape.

Reports To: Vice President of Sales

We seek an entrepreneurial Regional Sales Manager, who thrives on creating value by driving sales/business development and building strong relationships with customers; while successfully transforming an industry and creating a consumer demand-driven marketplace. You will work closely with the Director of Sales in developing the regional sales goals to drive the adoption and grow the Verde Farms' brand within his/her territory through retailers, further processors, and increasingly through foodservice establishments.

As a Regional Sales Manager, you will be part of a highly engaged, extremely high performing, collaborative and fun sales team. We pride ourselves on having strong ethics and a great sense of responsibility to each other. If you have a strong service mindset to help others, and a competitive drive, you will be a great addition to our team.

RESPONSIBILITIES:

- Grow sales volume and brand recognition for Verde Farms products in designated territory by developing new accounts and penetrating existing accounts across distribution channels.
- Evangelize Verde Farms branded product line including Ready-to-Eat and Ready-to-Cook items
- Develop and implement sales plan for region based on established revenue goals and company objectives.



- Identify target lists focused on both existing customers and prospects by leveraging market research information to determine potential sales opportunities based on customer needs, competitive landscape and regional nuances.
- Manage prospects and acquire new business through cold-calls and introductions.
- Develop and cultivate relationships with distributors to determine product needs and competitive intelligence.
- Become the “go to” resource proactively sharing information to customer/prospects on consumer, marketplace and industry trends in the Grass Feed Beef/Lamb industry.
- Work closely with the Sales, Marketing, Operations and Finance team to ensure the customers experience is the highest quality interactions with the brand.
- Develop and cultivate relationships with the retail management for meat/deli/frozen/grocery buyers and merchandising managers within small to medium-size retailers and foodservice establishments.
- Develop demand forecast reports by region and distribution channel and provide weekly and quarterly sales updates to Sales Director
- Collaborate with Marketing to create and deliver effective sales presentations and sales kits to educate the retail customer.

REQUIREMENTS:

- Entrepreneurial Regional Sales Manager with 8+ years of Business Development/Sales experience, preferably in the Beef and “Center of the Plate” manufacturing and foodservice industry, with a keen focus on development and expansion of territories and distribution channels.
- 3+ year’s as a Regional Sales Manager experience at having successfully developed and expanded territory and distribution channel in CPG/Food & Beverage, preferably in the specialty/organic meat industry.
- Ability to collaborate and mentor junior sales representative and inside sales team to meet and exceed quotas and account objectives.
- Must understand the trends within your territory responsibilities; including who the competitors are, competitive pricing within your region, and market trends.
- Experience selling consumer brands rather than commodities driven on price which increase product demand and build company brands from a smaller base into successful recognized brands is critical.
- Recognized ability to successfully grow sales revenue and strong customer satisfaction that align with the company’s goals, aspirations and strategies.
- Keen ability to create and manage forecast, budget and sale plan for assigned territory in an expanding market.



- Committed to leveraging technology systems (CRM) to drive the sales/order process.
- The ability to multi-task is paramount to developing weekly sales plans, effective time management in and out of the office, and keeping up with sales administrative record keeping responsibility.
- Ability to organize, prioritize, and thrive in an extremely fast-paced and ambiguous environment that requires flexibility, adaptability and being scrappy.
- Excellent written and verbal communication, and presentation skills, with the ability to influence, negotiate and close business in meetings.
- Skilled in Salesforce (CRM), MS PowerPoint, Excel, and Word.
- BS/BA required.
- Maintain a home office that supports a business climate and environment with limited interruptions
- Travel is required throughout your designated territory up to 60%.
- Must be eligible to work in the US without sponsorship

Why Verde Farms?

- Excellent Health Benefits.
- Competitive Salary.
- Progressive PTO Policy.
- Awesome Work Environment.

There's something special about working at Verde Farms. We operate with a core set of principles: the promotion of health and wellness, animal welfare, and environmental sustainability. These driving forces shape our vision and actions that guide every decision regarding supply, products, partners, and employees.

If you're ready to join a team that values what they do, please submit your resume to us at careers@verdefarms.com.

****No Agency Candidates at this time. ****