

POSITION DESCRIPTION

Job Title: Trade Development Manager

Department: Sales

Reports To: RTW - Sales

FLSA Status: Exempt

Travel: Up to 50%, Including some weekends and week long trips

Written By: Sparkling Botanical Team

Revision Date: 5.2.22

Approved By: TBD

Approved Date: TBD

Schedule: 8am-5pm M-F, with other hours and/or days assigned as needed seasonally

About Us:

“Rishi Tea & Botanicals has been blazing a trail of innovation in the tea industry since 1997. With Sparkling Botanicals, we want to focus the passion and creativity of Rishi’s amazing team on something totally new and exciting and that honors our enduring relationships with farmers and tea drinkers. It became our passion to create a unique beverage that leveraged our sourcing relationships and culinary expertise to create a delicious, functional beverage without added sugar, sweeteners or acidic preservatives. Just Real Plants with Real Virtue.”

JOSHUA KAISER

Founder of Rishi Tea & Botanicals

Summary:

We are looking for high growth oriented candidates, ready to join the high-performing Rishi team that is building the next great RTD beverage, one shelf at a time. The Trade Development Manager is responsible for driving the company’s growth of RTD Sparkling Botanicals brand in market at the outlet level by expanding availability, executing velocity driving activities, and building brand awareness. The TDM will be the face of the brand locally and act as an owner pro-actively developing and managing key relationships with partners, retailers, customers, and consumers. Growth is expected through multiple channels, including but not limited to Foodservice, Retail, Health and Wellness and Coffee. This is an active field based role, and we’re looking for high energy candidates ready to build Sparkling Botanicals from the ground up.

Essential Duties and Responsibilities

The essential duties and responsibilities include the following. Other duties may be assigned.

80% Trade Development and Account Management

- Own 60-80 accounts and visit at least 35 per week = weekly or bi-weekly daily store
- Prospect, close and develop relationships with new customers of Sparkling Botanicals, both for direct sales and sales through distribution across multiple market channels.
- Secure new points of distribution within existing accounts
 - Gain new and increase existing brand facings and SKUs

- Secure Cold-box placement
- Secure end-caps and off-shelf display
- Establish and maintain brand look of success at all accounts
- Find and secure account level signage and brand messaging opportunities
 - Menu placements
 - POS
 - Account level digital/social/e-mail media
- Conduct ride alongs with key brokers and sales partners
- Participate in team sales blitz's in other markets as needed
- Execute product demos and samplings as needed
- Deliver product samples and marketing materials to key partners as needed

20% Communication, Reporting, and Coordination

- Capture all accounts visit results, data, and photos in real time
- Review and adjust the account list monthly, pending on the needs of the area, promotional schedules, new product launch, new retailer launch and seasonal selling patterns
- Maintain a 2-week forward looking calendar of activity.
- Submit bi-weekly report to brand stakeholders
- Support sales growth with new customers and sales partners by executing a creative mix of marketing, training and educational events.
- Foster strong, enduring relationships with Distribution Partners and brokers by pro-actively engaging
- Manage a local budget/inventory of Sparkling Botanicals marketing and sales materials
- Be familiar with Company's full portfolio of products. Speak intelligibly about the full portfolio when interacting with customers and distributors. Identify opportunities to place products above and beyond Sparkling Botanicals.
- Responsible for being aware of and following all food safety protocols as required by Rishi Tea's food safety management system, as they relate to this position.

Goals of Position

- Visit a minimum of 40 Accounts per week

- Achieve a fixed number of sales results monthly against KPIs, including:
 - New Outlets Opened
 - Cases Sold
 - New Placements
 - New Points of Distribution
 - POS Placed
- Established database of results, contacts, and opportunities at 60-80 owned accounts
- Be the known local resource for all key partners and customers
- Execute a fixed number of velocity driving activity monthly:
 - Sampling/Demos
 - Couponing
 - Frontline Customer Staff training

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

Education and/or Experience

Required:

- Demonstrated passion for selling and growing business in an entrepreneurial environment
- Strong customer service skills
- Strong brand marketing and negotiation skills
- Adept at networking, selling, and interacting with diverse groups of people
- Excellent communication and presentation/public speaking skills
- Ability to develop and maintain effective working relationships with all members of extended sales and brand teams
- Willingness to work unconventional hours to meet outlet/bottler needs (early mornings and weekends)
- Must have a valid Driver's License and be able to drive/travel through the designated market area
- Ability to travel out of state
- Basic Knowledge in all Microsoft Office applications (i.e., Excel)
- Proven track record of excellent time management and prioritization skills

Preferred:

- Bachelor's Degree or equivalent in a related field
- Experience with coffee, specialty food, wine or tea
- Experience with RTD beverages in the natural or specialty space