



Regional Sales Manager – Western Canada

Here is your opportunity to be an integral part of a BC based natural foods brand that is experiencing tremendous growth across North America. Naturally Homegrown Foods Ltd. is a premium snack food company based in Surrey, BC. We produce all-natural potato and root vegetable chips under the Hardbite™ brand name. For more information on our company, please visit us on our Facebook page, Instagram (@hardbitechips), Twitter (@Hardbite), or Website (www.hardbitechips.com).

Due to our growth, we have an opening for a **Regional Sales Manager-Western Canada** based out of our head office in Surrey, BC. Reporting to the Canadian National Sales Manager, you will drive sales and build the Hardbite brand by leading and managing brokers and distributors, and work directly with key customers. We will give you the freedom to succeed and the satisfaction of being a key part of a dynamic team.

PRIMARY RESPONSIBILITIES:

- Analyze sales data and offer insights that will allow our broker and distributors to exceed sales targets
- Analyze market trends within the territory, strategize and pursue opportunities for developing new business to grow the Hardbite brand
- Conduct brand education seminars
- Effectively manage our relationship with food service customers and key retail accounts based in Western Canada
- Cultivate a high level of customer satisfaction, maintain win/win business relationships, and ensure effective communication with all key buyers
- Track and manage trade spending within an established budget
- Implement and evaluate consumer engagement promotions
- Ensure business plans and marketing activities are developed to deliver volume, profit, and customer satisfaction commitments
- Represent the Hardbite brand at regional trade shows

REQUIRED SKILLS AND EXPERIENCE:

- Proven relationships with buyers at large regional retailers including Overwaitea Food Group and London Drugs
- Strong understanding of the snack category in all channels (Mass, Club, Natural)
- Sales Management experience is preferred, success in a Key Account Manager role is an asset
- Disciplined, detail oriented, and focused approach to prioritize and execute on tasks that drive business results
- Excellent communication and professional presentation skills
- Strong analytical and creative problem-solving skills
- Exceptional knowledge of Microsoft Office including Excel
- Experience with Quickbooks or similar accounting/sales data/CRM application
- Exceptional conflict resolution and negotiation skills
- Be a genuine ambassador for Hardbite Chips
- Maintain a high level of enthusiasm, motivation, and positivity
- Adept at working in a collaborative team environment both within sales and cross-functionally

TRAVEL REQUIRED:

- Approximately 10% overnight travel required for regional customer visits throughout Western Canada and trade shows

Naturally Homegrown Foods offers a competitive compensation package including a vehicle allowance and benefits package.

To apply to this exciting opportunity with Naturally Homegrown Foods Ltd., please e-mail your resume and cover letter outlining why you are interested in the role including salary expectations to **careers@hardbitechips.com**, referencing “**Regional Sales Manager 0801**” in the subject line.

We thank you in advance for your interest. Only selected applicants will be contacted. No phone calls please.

Application Closing: 5:00p.m., Wednesday, September 20, 2017

Position Type: Permanent, Full-Time