▸ FOOD AND BEVERAGE

SALES ASSISTANT (FOOD AND BEVERAGE)

ALSO KNOWN AS: FOOD INDUSTRY SALES REPRESENTATIVE | PROCESSED FOOD SALES SPECIALIST | FOOD PRODUCT MERCHANDISER

CONNECT DELICIOUS PRODUCTS WITH SATISFIED CUSTOMERS.

Connect delicious products and satisfied customers as a Sales Assistant in the food and beverage industry. Be the ambassador of flavour, introducing people to new culinary experiences while driving business growth.

KEY SKILLS

Skills which may benefit anyone considering a job as a sales assistant (food and beverage) include:

- ⊘ Communication
- ⊘ Customer service
- ⊘ Negotiation
- ⊘ Product knowledge
- ⊘ Sales skills

VALUES & ATTRIBUTES

Values and attributes of anyone considering a job as a sales assistant (food and beverage) include:

- ⊘ Friendly
- ⊘ Enthusiastic
- ⊘ Patience
- ⊘ Adaptable
- ⊘ Team Player
- ⊘ Social – "Helper"

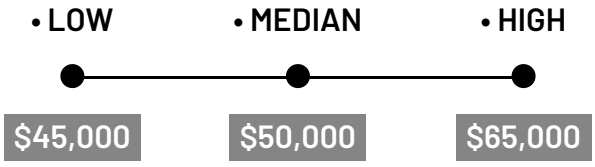
CAREER PROGRESSION

In this role, you may have the opportunity to progress to other positions. Career progression opportunities include:

- Sales Representative (Food and Beverage)
- Operations Manager
- Team Leader
- Business Development Manager

SALARY EXPECTATION

The expected salary for a Sales Assistant (Food and Beverage) can vary across different areas of manufacturing and may vary as you become more experienced.



RELATED INDUSTRIES

▸ Food and Beverage

RECOMMENDED SCHOOL SUBJECTS

- Food and Nutrition
- Health
- Science in Practice

CORE SCHOOL SUBJECTS

- Essential Mathematics
- Essential English
- Hospitality Practices

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JOB OVERVIEW

As a Sales Assistant in the food and beverage industry, you'll play a crucial role in promoting and selling a wide range of products. You'll work in various settings, from retail stores to food markets or distribution centres.

In this role, you will engage directly with customers, providing product information, offering samples, and assisting with purchasing decisions. Your knowledge of food trends, nutritional information, and product features will be essential in effectively promoting the products. In this position, you'll be responsible for creating attractive product displays and ensuring that products are well-stocked and properly rotated. You'll need to understand the importance of product placement and visual merchandising in driving sales.

You'll also be involved in inventory management, tracking stock levels, and placing orders as needed. During peak seasons or promotional periods, you'll assist in setting up special displays or organising tasting events to showcase new or featured products. Furthermore, as a Sales Assistant in the food and beverage industry, you'll be a key source of customer feedback. You'll interact with customers daily, gathering insights about their preferences, concerns, and suggestions. This information will be valuable for the marketing and product development teams.

You'll also need to handle customer inquiries and complaints professionally, ensuring customer satisfaction. Your role will often extend to educating customers about product origins, preparation methods, or pairing suggestions, enhancing their overall shopping experience.

WHAT WILL YOU DO?

Your role may include duties as follows:

1. Assist customers with product selection and inquiries
2. Maintain attractive product displays and ensure proper stock levels
3. Conduct product demonstrations and tastings
4. Process sales transactions and handle cash or card payments
5. Gather and report customer feedback to management

HOW TO BECOME A SALES ASSISTANT (FOOD AND BEVERAGE)

Generally, this position is an entry level role and often no experience is required. Entry-level qualifications are available for this position, including a Certificate I in Food Processing (FBP1021).

In addition, a Certificate II in Food Processing (FBP20122) and a Certificate III in Food Processing (FBP30121) can be completed as a traineeship. Often these certificates are not mandatory for employment, however. If you have an interest in becoming a food and beverage operator, you can apply directly to an employer.

Research potential employers in your area via a search engine, social media or job site. Even if there are no jobs advertised with the employer you're interested in, it can be a good idea to send a cover letter with your resume expressing your interest.

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VOCATIONAL EDUCATION & TRAINING

If you are seeking employment in this role, you can undertake a traineeship. Traineeships are available in certificate II and certificate III level qualifications:

- Certificate II in Food Processing (FBP20122)
- Certificate III in Food Processing (FBP30121)

A specialisation exists in the certificate III qualification for sales in food and beverage, which may be advantageous.

As a trainee you will combine work with formal training, allowing you to gain practical skills and knowledge in a specific industry while earning a salary.

Duration: Traineeships typically last between 12 to 24 months, depending on the specific program and whether you are working full-time or part-time.

Work and Study Combination: As a trainee you will work either full-time or part-time while receiving formal training from a Registered Training Organisation (RTO).

Eligibility: Generally, traineeships do not require formal qualifications to enter, making them accessible to a wide range of individuals, including if you are a school leaver or someone looking to change careers.

Completion: On completion you will receive a nationally recognised qualification, showcasing your skill and experience.

Skills, qualifications, accreditations and licences

As a Sales Assistant in the food and beverage industry you may choose to pursue other training or certifications, licences and tickets. Qualifications and skills may be required to progress to supervisor or team leader positions.

Qualifications that may help you advance in your career include:

- Certificate IV in Food Processing (FBP40321)

UNIVERSITY & HIGHER EDUCATION

Holding a degree in manufacturing, human resources, finance, economics, marketing or management can be helpful if you are considering taking a step into leadership or a business ownership position.

It could also be useful to hold specialist qualifications in food technology or science:

- Bachelor of Food Science and Technology
- Bachelor of Science

To further your career and step into more senior roles, an MBA or other advanced degree may be beneficial.

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