

# SALES REPRESENTATIVE (FOOD AND BEVERAGE)

ALSO KNOWN AS:

FOOD PRODUCT ACCOUNT MANAGER

CULINARY SALES SPECIALIST

FOOD SERVICE SALES PROFESSIONAL

## SAVOR SUCCESS AS YOU SERVE UP DELECTABLE DEALS.

Be the bridge between innovative products and eager markets, bringing flavours to tables and profits to businesses.

### KEY SKILLS

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

- ✓ Analytical skills
- ✓ Communication
- ✓ Negotiation
- ✓ Product knowledge
- ✓ Time management

### CAREER PROGRESSION

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

- Operations Manager
- Meat Safety Inspector
- Food Quality Inspector
- Team Leader

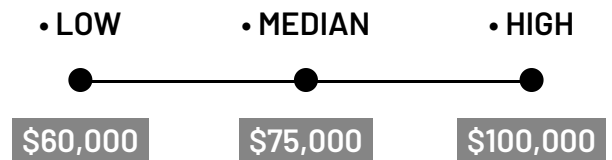
### VALUES & ATTRIBUTES

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

- ✓ Persuasive
- ✓ Resilient
- ✓ Adaptable
- ✓ Goal oriented
- ✓ Customer-focus
- ✓ Social – “Helper”

### SALARY EXPECTATION

The expected salary for a Sales Representative can vary across different areas of manufacturing and may vary as you become more experienced.



## RELATED INDUSTRIES

- Food and Beverage

## RECOMMENDED SCHOOL SUBJECTS

- Legal Studies
- Business
- Business studies
- Economics
- Food and Nutrition
- Science in Practice

## CORE SCHOOL SUBJECTS

- General Mathematics
- Essential English
- Hospitality Practices



## JOB OVERVIEW

As a Sales Representative in the food and beverage industry, you'll be the driving force behind product distribution and market growth. You'll work with a diverse portfolio of products, engaging with various clients from retailers to foodservice operators. In this role, you will develop and maintain client relationships, identify new business opportunities, and achieve sales targets. Your knowledge of food trends, market dynamics, and effective sales techniques will be crucial in promoting products and growing the business.

In this position, you'll be responsible for managing a specific territory or client base. You'll conduct product presentations and demonstrations, showcasing the features and benefits of your company's offerings. You'll need to understand each client's unique needs and preferences, tailoring your approach to provide effective solutions. You'll also be involved in negotiating contracts, pricing, and promotional activities. A significant part of your role will involve market analysis, tracking competitors' activities, and identifying emerging trends that could impact your product line. Moreover, as a Sales Representative, you'll serve as a key liaison between clients and your company.

You'll gather valuable feedback from customers, relaying insights to the product development and marketing teams. You'll be responsible for managing orders, ensuring timely deliveries, and addressing any customer service issues. You'll also need to stay updated on food safety regulations and product specifications to provide accurate information to clients. Your role will require excellent time management skills as you balance prospecting for new business with maintaining existing accounts. Your ability to build strong relationships, communicate effectively, and adapt to changing market conditions will be essential in driving sales growth and customer satisfaction.

## WHAT WILL YOU DO?

In this role, you will:

1. Develop and maintain client relationships
2. Conduct product presentations and demonstrations
3. Negotiate sales contracts and terms
4. Analyse market trends and competitor activities
5. Achieve sales targets and grow market share

## HOW TO BECOME A SALES REPRESENTATIVE (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 sales representative, 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.

## 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 Retail Services (SIR20216)

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

In this role 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.