



Position Overview
Business Development Manager

The Company: Advantage Sales and Marketing, LLC (ASM) is one of North America's leading sales and marketing agencies specializing in outsourced sales, merchandising, category management and marketing services to manufacturers, suppliers and producers of food products and consumer packaged goods. ASM services a variety of trade channels including grocery, mass merchandise, specialty, convenience, drug, dollar, club, hardware, consumer electronics and home centers. We bridge the gap between manufacturers and retailers, providing consumers access to the best products available in the marketplace today.

The Position: A Business Development Manager is responsible for all aspects of a Client's business and calls personally on all key Customers on behalf of assigned Clients. They work closely with order entry, claims, accounting, schematics, and retail sales associates. Will successfully develop and increase sales volume for several key clients, within a revenue range.

Revenue Budget Achievement

- Achieves targeted income and expense budgets by implementing marketing strategies and analyzing trends and results
- Increases sales through efficient management of promotional spending within guidelines on assigned lines

Client Quota Achievement

- Meets or exceeds Client's goals for sales, distribution, pricing, shelving, and promotional volume

Client KPI's Achievement

- Achieves sales goals by managing and maximizing manufacturing funds to meet sales goals
- Ensures that all retail pricing and indirect order guides within the division is updated by regularly correcting discrepancies
- Secures Client approved schematics for all Clients' brands by providing direction and communication to our schematic, reset, and retail departments

Existing SKU Achievement

- Ensures incremental sales through distribution of new products and maintenance of existing SKU's
- Facilitates category development by using databased rationale such as SKU optimization, efficient promotion causal data, and lift analysis

Deductions

- Meets budgetary goals by maintaining strict control and accounting of accrual and bill-back funds for assigned brands

Business / Category Reviews

- Demonstrates sales accomplishments and areas of opportunity by developing sales presentations for key Customers and Clients
- Sells business-building ideas to Clients and Customers

Forecast Planning Achievement

- Achieves incremental growth by pursuing volume-producing merchandising at key accounts

Department Business Management

- Communicates Client goals, programs, price changes, and priorities

Required Qualifications

- College degree or minimum three to five years work experience in applicable field
- Proven track record in sales
- Strong sales presentation and development skills
- Excellent interpersonal and organizational skills
- Outstanding written and oral communication skills
- Working knowledge of syndicated data
- Intermediate or advanced MS Office Suite skills

Contact Information: Are you passionate about Service Excellence, Results, Integrity, Entrepreneurial Focus and Leadership? These are our values at ASM. Come learn why “Winning Together” is more than just words on a piece of paper. It is the vision by which we live our mission as an organization: *“To create outstanding value for clients and customers through superior sales execution, operational excellence and innovative marketing services.”*

For immediate and confidential consideration please contact:

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Principals only please

Advantage Sales and Marketing, LLC is an Equal Opportunity Employer and values workplace diversity.