



Position Overview
Customer 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.

Job Purpose

The Customer Development Manager (CDM) is responsible for making sales calls on a designated Customer. The Customer Development Manager works closely with all Business Development Managers within that assigned department, as well as order entry, claims, schematics, and retail sales associates to ensure all Client and Customer standards are met.

Job Responsibilities

1. Revenue Budget Achievement

- Assist Business Development Manager in achieving the Company's income and expense budgets by ensuring all marketing strategies are implemented.
- Increase sales through efficient management of promotional spending within Client guidelines.

2. Client Quota Achievement

- Meet or exceed clients' goals for sales, distribution, pricing, shelving, and promotional volume by working with all related departments for assigned Customer.

3. Client KPI's Achievement

- Monitor all retail pricing and indirect order guides within the division by regularly reporting discrepancies to appropriate Business Development Managers.
- Secure Client approved schematics for all clients' brands by providing communication to our schematic, reset, and retail departments.

4. Existing SKU Achievement

- Ensure incremental sales through distribution of new products and maintenance of existing SKU's.

5. Business/Category Reviews

- Demonstrate sales accomplishments and areas of opportunity by coordinating in sales presentations for key Customers and Clients.
- Sell business-building ideas to Customers through the use of syndicated data (i.e. Nielsen, IRI data, Spectra, and forms of demographic data).

6. Forecast Planning Achievement

- Achieve incremental growth by pursuing volume-producing merchandising at assigned Customer account.

Required Qualifications

- College degree helpful, but not required.
- Minimum one to three years work experience in applicable field, (i.e. sales and marketing agency, Customer, Client).
- Proven track record in sales helpful.
- Sales presentation/platform skills.
- Excellent interpersonal skills.
- Strong organizational skills.
- Outstanding written and oral communication skills.
- Working knowledge of syndicated data helpful.
- PC skills-This includes an understanding of spreadsheets (Excel), word processing (MS Word). Presentation software (PowerPoint) helpful, but not required.
- Flexible schedule with ability to travel.

Additional Comments and Environmental Considerations: Requirements of vision, hearing, talking, communications, and written skills. Outdoor assignments. Ability to travel from store to store.

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:

Craig Colligan, Talent Acquisition

Email: craig.colligan@asmnet.com

Principals only please

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