



Sales Representative – Union City, California

Coast Tropical is a division of Coast Citrus Distributors. Coast Citrus Distributors was formed in 1950 and is a major wholesale distributor of fruits and vegetables in the United States and Mexico.

General Responsibilities:

The Sales Representative reports to the General Manager and or Vice President and is responsible for maximization of sales revenue to retailers, wholesalers and foodservice accounts consistent with quality standards in the company using product knowledge and personal sales techniques.

Qualifications and Skills Required:

- Bi-lingual Preferred
- Procure new sales in person and by phone
- Strives to maintain sales, gross profit and unit sales levels as budgeted for. Enters sales orders in the system daily
- Proficient in Microsoft Office Software applications with ability to use spreadsheets, programs, and reports
- Maintains customer contact (in person and by phone) to maximize per-planned volume and review targets and generates sales invoice. Continuously pushes all items available in inventory (including slow moving or number 2's), participates with sales managers at giving product promotion items, price changes and promoting new items
- Maintains customer relationships by visiting with store produce managers and employees; answering their questions, responding to special requests, and describing product features
- Completes call report by observing display and pricing of competitor's products
- Assist in collection efforts in compliance with company procedures
- Checks marketability of product before commencement of customer contact
- Generates request for credit in compliance with company procedures
- Enhances merchandising and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments
- Assist in making presentations and providing customer training

Additional Requirements:

Frequently is required to stand, walk, use hands to finger, handle, and reach with hands and arms.

Great Benefits

- Company paid Health Benefits for full time employees
- Dental & Vision benefits
- Company Paid Life Insurance
- Eight paid holidays per year
- Paid sick days
- 25% match on 401k contributions
- Profit Sharing Plan
- Employee Stock Ownership Plan
- Pleasant and casual working environment

Equal Opportunity Employer (EOE), Minority/Female/Disabled/Veteran (M/F/D/V) ,Drug Free Workplace (DFW)