

# Green Source Organics

## *Natural Extracts*

### **Sales Executive**

#### **Job Role Responsibilities**

Reports directly to the Director of Operations and Sales Manager to increase sales revenues with existing customers and prospect new customers and leads.

#### Typical work activities include.

- Educates oneself on the company's entire product line of botanical and marine extracts and ingredients (through training, industry publications, and conferences).
- Works with the sales team to evaluate and expand ingredient products and data.
- Uses company telecommunications system to track and monitor sales calls
- Targeting and cold-calling new customer leads to expand distribution sales channels.
- Identifying current customers that can be up-sold to increase company revenue.
- Uses CRM to keep detailed customer contacts, leads, and communications records.
- Daily correspondence (calling and emails) Calls and email volume are expected to be over 50 daily calls.
- Reviews sales performance with management to reach weekly, monthly, and annual sales goals and quotas.
- Uses company documents to ensure seamless sales flow for qualifying and onboarding new and existing customers.
- Identify key ingredients that are trending in the industry.
- Familiarizes oneself with advertisement in print & electronic marketing methods used by the company to identify prospective customers in all sectors.
- Works with the sales team to identify and implement methods or products to increase company sales revenue.
- Uses weekly and monthly email marketing campaigns via Mailchimp to stimulate and increase incoming sales.
- Trade Show attendance: 4-6 trade shows per year: Supply Side West/East, Natural Products West/East, Pet Food Forum, IFT. (Review and consider other shows as the sales department expands).
- Trade meetings preparation, Contacts trade show exhibitors and or attendees to schedule meetings at trade shows.
- Communicates with Q/C to ensure all required sales documents are provided to customers to meet specifications and complete sales.
- Involved in preparation and chairing sales meeting presentations with the sales team to improve knowledge, sales strategies, and techniques.
- Assists sales team in review of the trade show booth, marketing materials, and establishing featured ingredients at trade shows.