Local Distribution Sales Representative (Union City, CA)

SSC, Inc. is looking for a seasoned Local Distribution Sales Representative to join our Union City, CA office. In this on-site role, you will grow and manage relationships with local distribution accounts, identify new sales opportunities, and close deals while working closely with our team to deliver our products and meet sales goals. The ideal candidate has proven experience in distribution or wholesale sales, strong knowledge of the local market, and an established network of local contacts. Candidates with experience in seafood, frozen foods, food wholesale, food supply chains, or foodservice distribution are preferred.

Primary Purpose and Function

Responsible for all sales activities, from lead generation through close, in an assigned local territory. Develops and implements an agreed-upon Marketing Plan that will meet both personal and business goals of expanding the customer base in the local marketing area. Works within the sales and support teams for the achievement of customer satisfaction, revenue generation, and long-term account goals in line with company vision and values.

Essential Functions and Responsibilities

- Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively, and demonstrate high integrity
- Grow and manage relationships with local distribution accounts in the Union City and surrounding market area
- Identify and develop new local sales opportunities, leveraging an established network of local contacts
- Maintain professional internal and external relationships that meet company core values
- Proactively establish and maintain effective working team relationships with all support departments
- Demonstrate ability to interact and cooperate with all company employees
- Ensure that each customer receives outstanding service by providing a friendly environment, which includes greeting and acknowledging every customer, maintaining solid product knowledge, and all other aspects of customer service
- Maintain an awareness of all promotions and advertisements
- Maintain a complete understanding of pricing and proposal models
- Carry on a business conversation with business owners and decision-makers
- Maximize all opportunities in the process of closing a sale, resulting in the taking of market share from larger competitors
- Sell consultatively, making recommendations to prospects and clients of the various solutions the company offers to their business issues
- Assist in the implementation of company marketing plans as needed
- Adhere to all company policies, procedures, and business ethics codes, and ensure that they are communicated and implemented within the team
- Maintain contact with all clients in the market area to ensure high levels of client satisfaction
- Communicate customer requests to management
- Assist in completing price changes within the department

- Communicate with customers daily for their orders and promote new products
- Make sure products are available in the Union City warehouse for customer pick up/delivery
- Visit customers weekly to understand customer needs and market trends
- Communicate and send statements to get status on checks in order, to get next orders
- Review selling prices/special promotions on items
- Personally walk to the warehouse freezer/cooler to check on products that customers request for pictures
- Other duties may be assigned

Knowledge and Skill

- Experience in sales is required, with proven ability to achieve sales quotas
- Proven experience in distribution or wholesale sales
- Preferred: relevant experience in seafood, frozen foods, food wholesale, food supply chains, or foodservice distribution
- Strong knowledge of the local market and an established network of contacts
- Ability to operate all equipment necessary to perform the job
- Ability to communicate with associates and customers
- Ability to multitask, prioritize, and work efficiently
- Ability to listen, communicate (written and verbal), with excellent grammar, spelling, and proofreading skills, and follow up effectively with all staffing levels and clients/customers
- Ability to work independently; self-starter, energetic
- Ability to demonstrate good common sense and sound judgment
- Ability to perform at high levels in a fast-paced, ever-changing work environment
- Ability to anticipate work needs and follow through with minimum direction

Physical Demands

This position is based on-site in Union City, CA, with regular local customer visits and warehouse freezer/cooler walk-throughs. Flexibility to adapt to all situations and work varied hours; possible work weekends and/or evenings.