Retail Sales Representative #2015-31459  Dallas, TX

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.

**Position Summary**
The Retail Sales Representative (RSR) is responsible for developing and growing sales volume in their assigned territory through effective fact-based selling and relationship building with retail account’s operations personnel at store and market (district) level.

**Essential Job Duties and Responsibilities**

**Consultative Selling**
- Developing and leveraging relationships with key influence and decision makers in assigned stores and markets
- Delivering consistent market level contact as per client standards
- Effectively gaining front end and main aisle presence of client brands. This is accomplished in conjunction and alignment with store or market personnel so that the primary merchandising and stocking duties are done by store personnel. This collaborative relationship is developed on a mutual interest and business relationship.

**Achieving Results**
- Meeting or exceeding POS to plan goals for assigned stores and markets
- Delivering a positive gap versus Non-DRT
- Growing POS for client brands by selling incremental display locations, selling the execution of plan-o-gramed locations, executing initiatives as well as maintaining in stock conditions.
- Analyze and develop business plans each trimester that identifies opportunities to grow sales within their territory. This business plan would include a review of the previous trimester, analysis of upcoming POS to plan goals, opportunities to close gaps, an action plan with specific territory goals and time table.

**Organizing and Planning**
- Follow team sales call standards and effectively orchestrate a call coverage plan that meets the business needs of client and the retail customer.
- Administration/Reporting- complete accurate and timely paperwork, reports, recaps, itineraries, timesheets, expense reports, etc.

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Jennifer Parrella
Recruiter, Talent Acquisition
Advantage Sales & Marketing
O:508-698-5895  F: 508-5698-5800
Jennifer.parrella@asmnet.com | [www.asmnet.com](http://www.asmnet.com)