



# AVOCADO THE WORLD'S MOST ADVANCED NETWORK



**JOB TITLE:** SALES REPRESENTATIVE  
**REPORTS TO:** SENIOR DIRECTOR OF SALES PLANNING  
**DEPARTMENT:** SALES  
**LOCATION:** OXNARD, CA

We've grown to become the global leader in producing, sourcing, distributing and marketing fresh Hass avocados. As a vertically integrated and public company, we are focused on avocados and mangos. We provide customers in over 25 countries with the complete package—year-round supply, global availability, and value-added services.

Our partners are passionate and experienced growers from the most ideal growing regions in the world. To supply customers with the world's finest, we operate packing facilities in five countries and own 12 regional ripening centers worldwide. Our distribution centers and transportation capabilities ensure peak eating-quality from the tree to the customer. And when it comes to food safety, we adhere to the Good Agricultural Practices (GAP) program and Good Harvesting Practices (GHP). We proudly share responsibility with our growers to ensure total satisfaction for our customers.

## JOB SUMMARY

Develop, maintain, and build positive customer relationships to achieve maximum sales profitability, market penetration, and growth of the department and company.

## ESSENTIAL DUTIES & RESPONSIBILITIES

- Present and sell company products and services to current and potential clients to increase sales and service business revenue
- Prepare action plans and schedules to identify specific targets, and develop strategic action plans to convert targets to new customers
- Communicate with transportation and operations to coordinate deliveries, customer specifications, and effective order fulfillment
- Follow up on new leads and referrals
- Monitor customer preferences, sales and promotional trends and strategies, and anticipate forecasts short on long term customer needs
- Prepare presentations, proposals, and sales contracts as directed
- Develop and maintain sales materials and current product knowledge
- Manage account services through quality checks and other follow-ups
- Identify and resolve client concerns

- Prepare a variety of status reports, including activity, closings, follow-up, sales forecasts, and adjustments while adhering to current sales objectives
- Communicate new product and service opportunities, special developments, information, or feedback gathered through customer interactions to appropriate departments
- Assist in developing and implementing special sales activities to reduce inventory level
- Negotiate and establish sales quotes based on volume of products and nature of marketplace to effectively offer competitive pricing while ensuring the highest possible profitability and effective movement of available volume
- Communicate with interdepartmental teams to create and improve key processes and systems that affect sales management and implementations of programs
- Communicate customer expectations with other divisions/departments of the company to initiate and complete orders with optimum customer satisfaction
- Participate in marketing events such as trade shows, seminars, and telemarketing events to promote Mission Produce
- Assist and provide on-the-job training to new sales employees
- Assist accounts receivable with collections and invoice reconciliation as needed
- Represent Mission Produce in an exemplary and professional manner, both in office and when participating in industry events and sales calls
- Perform other duties as requested

#### MINIMUM QUALIFICATIONS & REQUIREMENTS

- Bachelor's Degree in Business or related field and/or equivalent of a minimum of 2 - 5 years' work experience in sales, customer service
- Excellent telephone sales skills to effectively conduct business over the phone involving prospecting, selling, and servicing new and existing customers
- Demonstrative ability to emphasize features, benefits, and advantages of products and/or services, quotes prices and availability of products
- Outstanding ability to gather and submit detailed business information for presentations and solutions to identified prospects and existing customers
- Provide excellent customer service, and possess written and verbal skills for communication (e.g., price quotes, sales proposals, product information, etc.) with customers to exchange information and review and analyze customer's demands
- Demonstrated ability to take initiative, and use good judgment, and act decisively in emergency and high-pressure situations
- Working knowledge of Microsoft Office Applications (e.g., Outlook, Word, Excel, etc.)
- Maintain a valid driver's license
- Willingness to work with a flexible schedule and occasional travel
- Bilingual in English and Spanish preferred

