

JOB DESCRIPTION

Sales Representative *for* Essential Trading Co-operative

Main Functions

- To understand and promote Essential Trading's core values and beliefs as the representative of the Co-op;
- To visit, build and maintain relationships with Essentials top 50 key customers as identified by Sales & Transport;
- To effectively promote new products and establish bespoke promotions to encourage uptake;
- To work towards targets set by Sales, Transport, Marketing and the Sales Representative, reporting regularly to show progress;
- To manage your workload independently and effectively;
- To target specific geographical areas highlighted by Sales & Transport within an agreed time scale to maximise sales with existing customers and establish new accounts;
- To make Essential Trading the primary supplier to existing and new customers;
- To work with Goods-In to develop the promotions plan for the Essential brand;
- To work closely with the New Business and Customer Care (Sales) worker, who will be a point of contact for support with customer data and planning visits;
- To organise promotional in-store events where appropriate;
- To liaise with Marketing on point of sale and merchandising requirements;
- To represent Essential Trading at trade shows;
- To attend weekly meetings with Sales, Transport & Marketing;
- To report back at the weekly meetings with any customer feedback to aid change and improvement within our business;
- To report back to the co-operative on your progress on a monthly basis, in writing.

General co-operative requirements & abilities:

- Participation in the running of the team and the co-operative as a whole.
- Ability to work as part of a team and actively participate in team decision making.
- Ability to show initiative, and to work independently without supervision.
- Ability to take on responsibility, and complete tasks set through to the end.
- Ability to share and exchange information with others.
- As a Co-operative member, participate in the meetings and decision making processes of the Co-operative as a responsible co-director of the business.

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
Experience		
Experience in a customer-facing role	*	
Experience negotiating discounts with customers		*
Experience in a target-driven environment		*
Knowledge		
Experience of using Word, Excel and other computer operating systems	*	
Ability to understand and apply discounts for customers	*	
Excellent knowledge of Essential Trading products and ethos		*
Skills		
Ability to communicate concepts, promotions, products and services to customers using a variety of media	*	
Ability to promote Essential Trading and uphold its values and ethos	*	
Ability to listen to customer concerns in a professional manner	*	
Must be an excellent face-to-face and telephone communicator	*	
Ability to work well under pressure and to tight deadlines	*	
Full driving license	*	
Qualities		
Self-motivated, ability to plan own workload	*	
Organised, ability to plan own routes and book own accommodation	*	
Passionate, willing to travel the UK to represent Essential Trading co-operative, its values and ethos	*	
Flexible, willing to work extended hours when required (includes weekends and overnight stays)	*	
Personable, comfortable meeting new people and building lasting relationships	*	

Last Reviewed: March 17

JOB DESCRIPTION FOR A MEMBER OF ESSENTIAL TRADING CO-OPERATIVE LIMITED

FUNCTION

To collectively manage and develop the business of Essential Trading Co-op in order to fulfil the co-op's mission statement and current strategic business plans.

To act as a "care-taker" and "director" of the co-op, looking after the best interests of the co-op & its members.

To further the principles of co-operation.

To make proactive contributions to the collective management and governance of the business.

TASK

1. To make active contributions to collective management functions and processes of the co-op including; General Meetings, Management Committee, Team Meetings, Business Function Area Meetings and other working groups (as needs be).
2. To seek and be willing to undertake training and personal development in order to be a more effective co-op member.
3. To ensure that one's allocated work duties are fulfilled.
4. To actively seek and accept responsibility within the co-operative.
5. To promote worker self-management.
6. To further the co-operative principles and the co-operative movement.
7. To communicate openly and honestly with other members.
8. To keep up to date with all changes to policies and procedures.

Last Reviewed: March 17

9. To set an example of best practice as a co-op member.

10. To work collectively for the good of the co-op, not for self interest.

COMMITTMENT

Minimum of 2 years, preferably 4 years, for a minimum of 24 hours per week.

COORDINATOR OF THE PROBATION PERIOD & PRE-MEMBER ASSESSMENT

HR Team & your main Team area for a trial period until granted membership.

All membership votes require 75% of votes in favour at a team level and also 75% of votes at a General Meeting or as a result of a Paper Ballot.

Last Reviewed: March 17