



*Gills Meat Products*  
10 Broad Lanes  
Eilston  
WV14 0RQ

## ***Job Title: Sales Representative - Food Industry***

***Company:*** Gills Meat Products

***About Us:*** Gills Meat Products is a leading player in the food industry, specializing in the production and distribution of high-quality sausages and pork pie products. With a commitment to excellence and a reputation for delivering high quality products, we are seeking a dynamic and motivated Sales Representative to join our team. If you are passionate about the food industry, driven to meet sales targets, and excel in building strong customer relationships, we want to hear from you.

### ***Job Description:***

***Position Overview:*** As a Sales Representative in the food industry, you will be responsible for promoting and selling our range of products to wholesalers, distributors, retailers, stockists and food service customers. Your primary goal is to expand our customer base, increase sales, and maintain strong client relationships. This role will require effective communication, negotiation, and a deep understanding of the meat industry.

### ***Key Responsibilities:***

***Customer Acquisition:*** Identify and target potential customers in the foodservice industry to expand our client base.

***Product Knowledge:*** Develop a deep understanding of our products to effectively communicate product features and benefits to customers.

***Sales Growth:*** Meet and exceed sales targets by proactively generating leads, conducting product presentations, and negotiating sales contracts.

***Client Relationships:*** Build and maintain strong, long-term relationships with existing and prospective customers, addressing their needs and concerns promptly and professionally.

***Market Analysis:*** Monitor industry trends, competitor activities, and market conditions to identify opportunities and threats, providing valuable insights to the management team.

***Product Feedback:*** Gather feedback from customers regarding product quality, packaging, and pricing, and relay this information to the product development team for continuous improvement.

***Sales Reporting:*** Maintain accurate and up-to-date records of sales activities, including sales calls, meetings, and sales forecasts.

***Travel:*** Travel to customer locations within the designated sales territory as needed.

### ***Qualifications:***



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**Education:** Relevant qualifications in business, marketing, or a related field is preferred.

**Experience:** Proven experience in B2B sales, preferably in the meat industry or a related field. Experience with foodservice clients is a plus.

**Product Knowledge:** Strong knowledge of meat products, cuts, and industry standards.

**Communication Skills:** Excellent verbal and written communication skills, including the ability to effectively present and negotiate.

**Customer-Oriented:** A customer-focused mindset with the ability to understand and meet customer needs.

**Self-Motivated:** Highly motivated, results-driven, and able to work independently.

**Team Player:** Willingness to collaborate with colleagues and various departments within the organisation.

**Valid Driver's License:** A valid driver's license and access to a vehicle for travel within the designated sales territory.

**Job Types:** Full-time, Permanent

**Benefits:**

- Employee discount
- Free parking
- On-site parking
- Bonus scheme
- Performance bonus

**Schedule:**

- Monday to Friday

**Experience:**

- Sales: 2 years (required)

**Licence/Certification:**

- Driving Licence (required)

**Work Location:** In person