

## Graduate Sales Executive

As a Sales Executive you'll be the key interface between your company and its customers so you'll offer advice, deal with issues and introduce them to new products. You'll also have a major role in capturing new customers and increasing sales to meet company business targets.

The main purpose of sales roles in the food and beverage industry is to build relationships with new clients and maintain and develop relationships with existing ones. Sales jobs are usually target-based so ideal for anyone who is competitive and likes to win in a good way. You will also be confident, have good knowledge of different food and drink manufacturers and know everything about the product or service you are selling. For a more senior job, such as a Sales Manager or Commercial Manager, you'll need well-established relationships with food industry client contacts, probably gathered over a number of years.

Your role will probably cover the following:

- Organising sales visits
- Demonstrating / presenting products
- Establishing new business
- Maintaining accurate records
- Attending trade exhibitions, conferences and meetings
- Reviewing sales performance
- Negotiating contracts

You'll need to be confident, articulate and personable with a good knowledge of your products and of the food and drink manufacturing sector, plus you'll be a competitive person who enjoys meeting and exceeding targets.

Sales and commercial roles within food manufacturing can be very rewarding in a financial sense. Salaries vary quite widely as will bonuses and commission. As a starting point your basic could typically be anywhere between £20,000 and £25,000. This is the right department to be in if you want the opportunity to earn excellent money – these roles can very often be some of the best paid ones within a food manufacturing company.

Degree qualifications, especially within a related topic, are great but not necessarily a prerequisite for many companies. Relevant sales or commercial experience and the right attitude and personality are actually far more important.

