

National Distributor Sales Manager – Pet Channel

The Distributor Sales Manager role is focused on building relationships with our Pet Channel distributors and delivering results against our company goals. This role requires heavy interaction across many functional areas both inside Freshpet and with our distributor partners.

Specific responsibilities include:

- Training distributor sales teams:
 - New Item Launches
 - Product Knowledge (both Vital and Nature’s Fresh brands)
 - “How to sell Freshpet” to independent retailers
 - Quarterly ride-alongs with distributor sales reps
- Setting and tracking goals:
 - Independent store acquisition
 - Overall sales targets
 - Supply Chain key metrics
 - Pricing and Profitability measures for both Freshpet and the distributors
- Penetration of key functional areas of distributors:
 - Sales teams (at the national and regional level)
 - Marketing – partnering with the distributors internal marketing team to drive awareness and excitement about our brands
 - Operations – working to enhance the distributor supply chain to retailers
- Key Account Management
 - Act as the key account manager for Pet Supplies Plus, the 3rd largest pet retail chain
 - Work with distributor account managers to build distribution in key Independent Pet retailers
- Utilizing Freshpet functional roles and key resources to drive sales:
 - Working with chiller team on new stores/damaged units
 - Working with marketing team to develop sales presentations and materials
 - Working with operations team to maximize supply chain opportunities

Qualifications and Skills include:

- 5 years sales experience, preferably with pet channel distributors, with proven track record of success
- Ability to work across many functional teams and interact with senior personnel
- Entrepreneurial, self-driven, problem solver, able to work in sometimes isolated environment
- Strong communication and organization skills

This role is part of the broader Pet Channel team, which includes a dedicated Supply Chain Manager, Business Development Manager, Retail Manager, and reports directly to the Vice President of the Pet Channel. Travel, heavy at times, is required. There is no geographic preference for the candidate, but the northeast US would be preferred. There is a significant amount of interaction with the executive teams at the distributors, so the candidate must be comfortable in this arena.

Please submit resume to Don Heisey, HR @ dheisey@freshpet.com