

Regional Sales Manager
(Fort Worth, Dallas, and North Dallas)
Paname Coffee & Tea Importers
10400 Frisco Street, Frisco, TX 75034

About Paname Coffee & Tea Importers: Founded in 2013, Paname Coffee & Tea is a local, family business with a primary focus on importing and distributing premium European coffee and tea, as well as commercial coffee and espresso equipment, and other ancillary products needed in a cafe setting (chocolates, syrups, sauces, cups, sugars, and more). We believe customer service and employee recognition are essential.

Job Description: We are seeking a **Regional Sales Manager** to grow our business in the Dallas-Fort Worth metroplex. This role focuses on finding new restaurant, cafe, hotel, and office clients. This role entails a start-to-finish approach: prospecting, meeting chefs, general managers, and business owners, scheduling meetings, follow-up, creating and presenting business proposals, and meeting with the customer for continued support and excellent aftercare. This role includes becoming part of the Frisco, Celina, and McKinney communities by attending Chamber of Commerce events, community events, and other opportunities for meeting community leaders and members.

Key Responsibilities:

- Achieve and exceed sales goals on a monthly, quarterly, and yearly basis
- Build and maintain productive trust relationships with customers to drive repeat business and brand loyalty
- Contribute to overall success by maximizing sales opportunities and revenue generation
- Represent the company as a brand ambassador while delivering exceptional customer experiences
- Stay knowledgeable on products offered, current promotions and pricing
- Collaborate with team members to achieve sale targets
- Willingness to learn basic barista and espresso equipment skills
- Attend Chamber of Commerce Events, community events, etc.
- Set up strong relationships with customer's purchasing decision makers and users in order to position the product on all the opportunities you have identified and qualified
- Active participation in the creation, support, development and renewal of strategic marketing partnerships
- Monitor clients' performance
- Assist with client's ordering as needed
- Provide excellent customer service
- Communicate Effectively
- Create reports as needed in Excel
- Provide the evolution of market trends, new restaurants, etc. to the team
- Be a team player: assist with inventory, order packing, etc. when needed
- Managing relationships with existing clients.

- Provide basic technical support to clients.
- Field phone calls to necessary technicians.
- Provide training to clients' staff
- Provide monthly checks on client's espresso equipment
- Learning about our coffees and teas and teaching client's staff
- Communicate effectively with client's staff as needed
- Ensure high level of customer satisfaction through excellent sales service

Skills Required for the Position:

- Proficiency in written and spoken business English
- Mastery of sales techniques
- Administration skills
- Team management skills and organizational skills
- Sales experience in the food industry, coffee would be a plus
- Proficiency in using computer software and communication systems
- Ability to craft precise high-level emails and proposals
- Sense of responsibility, autonomy and problem solving approach
- Bachelor's degree in Marketing, Business or related field
- Demonstrated selling skills with ability to influence customer purchasing decisions
- Strong verbal and interpersonal communication skills for effective customer interaction
- Basic understanding of sales principles and customer service practices
- Friendly and energetic personality with strong customer service focus
- Ability to perform under pressure and address complaints professionally
- Professional appearance and demeanor at all times

Benefits:

- Competitive wages
- Bonuses
- Paid Time Off
- Paid Holidays
- Blue Cross Blue Shield PPO Health Insurance
- 401K
- Training Program

Work Location: In person/office/visiting customers in the field

Monday - Friday: 9 a.m. - 5 p.m.

Start Date: Within 2-3 weeks of the first interview.

Have a question or if you are interested in the position, please email your CV to Jennifer Lucas at office@panamecoffee.com.