HPA	SALES REPRESENTATIVE TAS & NZ **Job Description**	JDSRTN

Position	Sales Representative – TAS & NZ
Location	Head Office, Hobart
Reports To	National Sales Manager
Reported to By	Nil
Position Summary	Reporting to the National Sales Manager and working closely with the Head of Sales and Marketing, the role is responsible for providing sales support to the business by forming strong relationships with our customers, by developing strategic fit, capturing customer data and ensuring our customers' orders are fulfilled. The role is focused on delivering consistent service coverage to the Tasmanian and New Zealand client base.
Responsibilities	**Customer Relationship Management** • Actively engage with Tasmanian customers face to face and be their primary point of contact with the HPA business. • Build relationships with customers and learn about their business to develop an understanding of how HPA can provide a suitable strategic fit for each customer. • Develop customer 'road maps' with targeted outcomes. • Capture detailed company and brewing related data through call reports and the CRM software. • Deliver messaging consistent with the broader HPA business. • Manage customer expectations in relation to supply surety, quality and other elements. **Reporting** • Internal – assist in development of internal reporting methods by identifying gaps in current process, determining needs and opportunities. • External – systemise regular reporting to customers and assist in execution where required. **Order Fulfilment** • Plan, develop and execute expanded order fulfilment for the NZ region. • Be available to assist with local order fulfilment. • Follow up with customers to ensure satisfaction with their orders post-delivery. • Work closely with HPA Quality team to provide feedback and pass on information from customers. **Data Capture** • Assist in the management of the quality of the data in the EXO Business and EXO CRM module. • Ensure customer records are accurate and up to date by customer engagement.

	Communication • Proactive customer communications. • Ensure accuracy of data communicated to sales support and order fulfilment. • Clearly communicate with management, production and sales support in order to ensure customer expectations are fulfilled.
Skill Requirements	**Essential** • Beer industry knowledge and experience. • Production or sales experience in commercial brewing. • Be likeable, engaging and proactive. • Strong relationship management skills. • Strong attention to detail and excellent time management skills. • Able to effectively liaise with peers and manage those relationships. • Computer literacy using Microsoft Office products, MYOB or ability to quickly acquire these skills. • 4+ years in relevant professional roles. • Drivers Licence **Desirable** • Hop industry knowledge. • Consultative technical sales experience. • Relevant tertiary qualifications in Brewing for example, IBD diploma or similar. • Agribusiness knowledge and experience. • Working knowledge of ISO 9001 and HACCP systems.
KPI's	• Maintain consistent representation of company messages and values • Accurately translate strategic vision into tactical action • Secure repeat business and grow total share of business • Service clients on a strategic basis
Additional Requirements	• High levels of motivation and proven self-starter • Team player who builds strong relationships • Creative and practical thinker • Well organised, dependable and results focused