



Date	November 2025
Position	Sales Manager
Reports to	General Manager

Mission

To deliver service excellence, make life easier and help customers grow.

Company and Our Values

- Ownership –responsibility and accountability, we own it.
- Quality – in every thing we do, be the best.
- Care – take pride in what you do, no matter what you do.
- People - people and teamwork drive our success.
- Passionate – in all we do.
- Share - work together to make great things happen.
- Dare – take brave steps to deliver extraordinary results.

Overview

- The primary responsibility of this role is to grow and develop Bidfood market share and sales.
- Maintain and manage all service aspects in the sales area to ensure customers receive a high level of customer service.
- To support the development of innovative service delivery opportunities across all customer groups.
- To lead and develop a culture of high performance within the sales team.

Functional Relationships

- Sales Team
- CSR Team
- Purchasing Team
- Operations Team (warehouse and distribution)
- HODs



Key Responsibilities

Your primary objectives will be:

Sales Management

- Set Sales and Margin Strategy.
- Manage execution of the sales and margin strategy; ensuring appropriate balance between maximising profitability and attracting / retaining customers, and ensuring that GP% set in company strategy and budgets is achieved.
- Plan and execute corrective action when actual results are below budget expectations, so any shortfall year to date is recovered in the remaining fiscal months.
- Help co-ordinate company promotional programs; tradeshow and branch specific promotional activities.
 - A. Measure effectiveness of these promotional activities at branch level.
 - B. Recommend strategies to improve effectiveness at branch level.
- Direct and co-ordinate development and growth of Bidfood Exclusive Brands in conjunction with the National Support Office.
- Plan and assist Sales Team to move customers to the “My Bidfood” web based ordering system.
- Maintain current and detailed knowledge of the Foodservice market including current pricing, product availability, competitor activity, new product innovations, supplier activity etc.
- Monitor customer special pricing and approve quoted pricing offered by sales team.
- Review margins on a daily basis and ensure low margin sales have been authorised.
- Establish regular sales meeting involving other departments as necessary.
- Attend to all management issues involving the sales team.

Relationship Management

- Establish and maintain strong relationships with key customers with regular contact as appropriate, and in particular resolve customer issues as they arise.
- Establish close liaison with HODs to ensure we can maintain (or exceed) customer service expectations.
- Foster strong internal and external communication practices across service teams.
- Be a role model for the Bidfood values, culture and expected behaviours at all times.

Sales Team Management

- Ensure the sales team understands and actively supports the sales and margin strategy.
- Provide sales team with sales analysis to identify both growth and inactive customers.
- Measure adherence to call cycles on a regular basis and take corrective action where necessary.
- Build the capability within the sales team particularly in the areas of account development, planning and execution.
- Build the profile and the creditability of the Foodservice brand.

Staff Management

- Recruit staff in accordance with Bidfood procedures and liaising with branch management. Ensure induction procedures are completed.
- Set goals for your staff and schedule regular performance reviews.
- Identify and direct staff training to ensure the sales team understand Sales Strategy and are able to achieve set Sales and Margin Budgets
- Succession planning. Ensure all roles within the team are adequately covered in any circumstance, including temporary absence.
- Manage poor performance and, where required, the disciplinary process in accordance with HR practice.
- Ensure Company policies, including Food Safety, Health and Safety, and Vehicle Policy are followed by the sales team.
- Set and maintain appropriate professional work and dress standards.
- Ensure all administrative matters, such as leave forms and payroll are completed as required.

General

- Participate and actively contribute to the Bidfood leadership team
- Be available for training courses, sales conferences and hospitality shows which may be held over weekends.
- Attend Sales, HOD and other meetings when required
- Ensure that all pricing and system fields are updated.

Team Participation

- Actively engage and support a team culture of collaboration.
- Support and participate in team building and development opportunities.
- Provide back up support for team members when required.

Health & Safety

Under the Health and Safety at Work Act 2015 you are obliged to:

- Take reasonable care of your own health and safety, including reasonable care that others are not harmed by something you do or don't do.
- Follow reasonable health and safety instructions given by anyone at Bidfood, as far as you are reasonably able to.
- Cooperate with any reasonable Bidfood business policy or procedure relating to the workplace's health and safety.
- Ensure that all accidents, injuries, near misses, or hazards that occur at work or that affect your work are reported as soon as possible to your Supervisor/Manager or branch Health and Safety Coordinator.

Food Safety

Bidfood has a HACCP based Food Control Plan (FCP), developed to meet the legal requirements of the Food Act 2014 and other Food Safety requirements

- You are responsible for following Bidfood's Food Safety requirements under the FCP. Please see the branch Food Safety coordinator for a copy of the FCP.
- You must immediately report irregularities or non-conformances using the standard operating procedure defined in the FCP.

Health & Safety and Food Safety KPIs

- All H&S events are loaded in Engage ASAP after notification and closed in a timely manner.
- All periodic H&S, FS and other compliance requirements are completed and recorded on monthly H&S checklist and on Engage Compliance Register.
- All training and induction requirements met, including new employees, annual refreshers and contractors.
- All employees who suffer from a time-lost work related accident are supported with a return to work plan, which is monitored as required.

Key Performance Indicators

- Total sales revenue
- Sales revenue growth (%)
- Ensure agreed margin (\$) is met
- Contribution to achievement of goals within overall operations group and company.



The organisation recognises that over time employees will, through the natural process of gaining confidence in their ability and understanding of the systems; operate quicker and more efficiently at the job they hold. This will free up time that could be used to develop and enhance the skills, knowledge and abilities of the employee. As a consequence of this, and because the organisation is interested in developing each employee to their full potential, each employee, will from time to time, be asked to take on extra duties that are designed to upgrade their skills, knowledge and abilities. These extra duties will be discussed between the employee and his/her immediate manager, and the decision to allocate them will be taken jointly.

I accept this position and its accountabilities and I agree to meet the standards and to produce the stated outcomes.

Name: _____

Signature: _____

Date signed: _____