

## Outside Sales Representative- Frozen Foods

Location: Surrey, BC

### About Us

TransCold Distribution is the premier wholesale supplier and distributor of ice cream and frozen goods throughout Canada and Western United States. Since 2002, we have provided exclusive access to the most recognized ice cream brands in the world with industry best product variety and customer service.

TransCold delivers to Major Grocery, Drug, Gas & Convenience and Independent Retailers through Direct to Store Delivery (DSD) and Warehouse Fulfillment, and provides services for mobile vendors, corporate events, and third-party logistics (3PL) customers. With 14 locations and 240+ employees, TransCold has the logistical reach to supply all regions across Canada and Western USA with a customer-first attitude.

### Your Next Career Opportunity

We are seeking a driven and results-oriented Outside Sales Representative to cultivate and manage frozen food accounts in BC. The appointee is responsible for maintaining strong customer relationships with existing customers while developing new customer potential by offering professional, effective, and efficient customer service. The appointee will promote and sell existing and new frozen food products to meet sales objectives and achieve sales results. The role is ultimately responsible for the overall performance of assigned and newly developed accounts

This is your chance to build a rewarding career with an industry leader, representing beloved brands and directly impacting our growth. If you thrive on building relationships and seizing new business opportunities, this role is your perfect match. Reporting to the Senior Sales Manager, you will be the face of TransCold, responsible for:

### Key Duties & Responsibilities

- **Business Development:** Find and win new customers, expanding our frozen food portfolio into untapped accounts.
- **Account Management:** Nurture and grow existing accounts- be the go-to person our customer's trust.
- **Strategic Sales & Promotion:** Maximize market share by strategically promoting our full product line-up and executing targeted sales initiatives.
- **Champion Customer Success:** Provide exceptional, relationship-driven service to become a trusted partner to your customers.
- **Elevate Brand Presence:** Ensure best-in-class merchandising and product placement in-store, following established planograms.
- **Collaborate to Win:** Work hand-in-hand with our Inside Sales team to execute sales promotions and provide a seamless customer experience.
- **Maximize Field Impact:** Intelligently organize your schedule to prioritize and maximize face-to-face selling time.

## Required Skills & Qualifications

- Post-secondary education or equivalent
- 1-3 years of B2B field sales experience and a track record of meeting sales targets
- Proven experience in developing new business, building repeat sales, and managing a local territory
- CPG and food industry sales experience is an asset
- Passion for being on the road, building and maintaining customer accounts
- Exceptional sales skills and customer service-oriented
- Willing to roll up sleeves and coordinate with other departments in order to meet customers' expectations
- Goal-oriented self-starter with high energy level and competitive spirit
- A valid Driver's License with a clean driver's abstract and willingness to travel across BC
- Tech savvy, proficient with Microsoft Office applications and ability to utilize social media to promote the TCD program
- Familiarity with Sales/Customer Relationship Management systems

## Why Join TransCold?

We invest in our people because they are the key to our success. When you join our team, you receive:

- **A Competitive Compensation Package:** A base salary of \$50,000 - \$55,000, commensurate with experience, plus a competitive sales incentive plan to reward your performance.
- **Comprehensive Tools for Success:** A company car, fuel card, iPad, and cellphone so you can focus on what you do best.
- **Outstanding Benefits for Your Well-being:**
  - Comprehensive Health, Dental, and Vision Care
  - Life Insurance, Long-Term Disability, and AD&D Coverage
  - RRSP Matching Program to secure your future
- **A Culture That Cares:**
  - Generous Paid Time Off (including vacation, sick days, birthday, and citizenship leave)
  - Employee Assistance Program (EAP)
  - Tuition Reimbursement to support your continuous growth
  - Pathways for Career Advancement within a growing company

## Ready to Build Your Future with Us?

If you are a motivated sales professional ready to accelerate your career, we want to hear from you! Please submit your up-to-date resume via Indeed or email to [cooljobs@transcold.com](mailto:cooljobs@transcold.com). Discover more about the TransCold difference at [www.transcold.com](http://www.transcold.com).

\*\*\*\*\*