



Sales Representatives

About Riverford

We're mad about organic veg. It's at the core of everything we do. We love to grow it, pack it into boxes and deliver it to customers' doorsteps around the UK. This takes a lot of brilliant people, with a range of skills and knowledge.

Riverford began in 1986, with a few acres of veg, a wheelbarrow and a beaten up 2CV for deliveries. We've grown into a successful e-commerce business, with four farms, three pack houses, a fleet of vans and drivers, a wholesalers, butchery, organic restaurant and pub. We employ people across many areas including IT, Logistics, Sales, HR, Finance and Marketing (and more besides).

At Riverford our culture and values set us apart from other businesses. Riverford is a friendly, informal place to work, with a passionate, entrepreneurial spirit. We're committed to providing a fair deal for growers, customers and staff.

As of June 2018, Riverford is employee owned. The company founder Guy has chosen employee ownership to protect Riverford's values, ensure its independence, and because he believes the employees are the best people for the job. When you join us you will become a 'co-owner', which gives you greater insight into the working of the business and more of a say about how Riverford should be run, through our employee council and trustees.

What you'll be doing

Our customers are at the heart of everything we do at Riverford, and we try to build a long-lasting relationship with each and every one. One of the best ways to build engagement with our customers is at the start of their journey with us and this is why we have established friendly face to face sales teams across the English countryside working together to bring new customers into the business

As part of a small team, you'll be tasked with the set up a full display stand with some delicious organic fruit and veg at a foodie fair or festival, the next day it could be a busy central / high-street location of a pop up business event talking to people about Riverford. It's about building brand awareness and encouraging them to place their first order with us.

Great customer service skills, and a happy, outgoing nature is all we need. As a member of our regional face to face sales team you will get to work with a product that people love talking about and at the same time have the opportunity to develop some really useful transferable skills for a brand that is well recognised and respected.

This is a permanent contract, minimum 40 hours a week (including evening and weekend work). Based out of one of our farms or from a Riverford distribution hub local to the region. You will report into the National Sales Manager.

Your Responsibilities

- To attend pre-booked shows and events, acquiring new customers for a regular order
- To represent the Riverford brand values at all times whilst promoting Riverford
- To regularly achieve weekly sales targets set by the national sales manager
- Complete sales orders to the procedures set by Riverford
- Provide feedback to the Team Leader on the daily acquisition activities





General

- Upkeep and responsibility for the team show kits, to ensure we are well presented at all times.
- Van to be clean and tidy in-side and outside, all show equipment stored in an appropriate way

The list above is a guide. You may need to respond to business needs by going beyond this guide, using your initiative, challenging the status quo and coming up with ideas on how things can be done more effectively.

Training & Development

You'll receive the very best training down at Wash farm in Devon, with a full tour of where we grow, pick and pack our delicious veg to working with our face to face sales team to ensure you'll receive the very best start and reach your full potential.

We are looking for a candidate who is extremely personable, with a confident and knowledgeable approach which will build instant rapport with our potential customers. You will be extremely self-motivated and thrive on the challenge of meeting and exceeding sales targets. This is a great opportunity to develop your sales skills whilst working for an ethical brand who offers a quality product that you can be truly passionate about.

Skills & experience

- Clear and friendly face to face verbal communication skills
- Able to cope with the physical demands; working outdoors, lifting heavy items and covering long distances on foot
- Excellent sales skills
- Full UK driving licence
- Must be confident driver
- Comfortable working independently and on your own initiative, as well as within a team

Personal qualities

- Enthusiastic and outgoing; great communicator with all sorts of different people
- Interest in food and farming
- Comfortable with a wide range of audiences
- Target driven
- Willing and able to travel within the UK and be flexible on working hours as there will be evening and extensive weekend work involved.

Salary

We offer a guaranteed annual salary of £17,340 with a generous uncapped commission. If based in London, we'll also pay for the cost of an annual zone 1-4 travel card.

Average yearly earnings are between £20-35,000 per annum.

Benefits

Riverford is a wonderful company to work for, with lots of great people – and other benefits too. We offer 33 days' holiday/year (pro rata), inclusive of bank holidays. A generous company pension scheme and an annual profit share.





We love food and hope you do too, so we give staff 25% off everything we sell on our website; and free organic fruit and veg. There are also many social events for staff, with two parties a year!

