

Regional Development Manager

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Company: Chester's

Location: United States

Category: other-general

***** The ideal candidate will work from a home office in the Great Lakes region as far West as Chicago and East as Cleveland with Michigan being the most ideal location. Relocation benefits are not provided. Candidates who reside outside of the Great Lakes region will not be considered. *****

Summary:

This position reports to the Director of Business Development with a dotted line to the Regional Director(s) and is responsible for growing revenue in the assigned territory through selling franchise opportunities. By gaining a strong knowledge of Chester's brand history, key sales elements, and business structure, this role will manage full sales cycle.

Principal Responsibilities:

Working within a predetermined budget, promotes all Chester's products through lead source, or cold calls increasing sales through prospecting, contacting, presenting, qualifying, nurturing, negotiating, and closing the sale.

Collaborate with regional distributors to generate lead flow.

Maintains Chester's leads and customer information in customer database (CRM). Updates and modifies records using defined corporate policies.

Acts as a liaison between corporate support functions, Chester's field team and national sales team regarding marketing campaigns, leads, inquiries, and follow-up.

Assists in the development of scripts for telemarketing campaigns, presentations, proposals,

quotations, site application packages, return on investment spreadsheets, and appointment setting.

As an integral part of the sales team, attends and participates in Company trade shows; accumulates data concerning prospective sales; responds to questions and requests for information concerning Company products; makes favorable comparisons of Company products to the competition; accumulates new sales.

Provides company defined reports in a timely and accurate manner, including, but not limited to, monthly and weekly lead reports and daily status reports.

Conducts research to identify potential multi-unit prospects by state and targeted distribution areas.

Conducts product demonstrations and sales meetings with prospects.

Heavy focus on regional outside street sales responding to all leads within 24 hours.

Takes immediate attention and provides adequate assistance to Business Development and Operations Teams, National Sales team, Area Developers, and others requiring assistance.

Required Skills & Experience:

A bachelor's degree in business, marketing, sales OR equivalent work experience preferably in franchised or restaurant environment.

Proven outside sales experience increasing revenue in assigned territory.

Experience with Customer Business Database (CRM) is required. Microsoft 365, Salesforce preferred.

Excellent verbal & written communication skills.

Must be able to travel within assigned region 75% of the time with overnight travel.

Proven ability to maintain a high level of organization working in a fast-paced environment.

Highly motivated to grow our brand within territory; consistent follow up to close deals; excellent relationship manager.

Compensation & Benefits:

The base pay range for this role is \$70,000 - 100,000 base depending upon experience and **unlimited** incentive potential based on sales in region. Chester's offers a comprehensive benefits package.

This job description is subject to change based on the needs of the business and is not all-inclusive.

Visit www.chesterschicken.com learn about our passion for chicken! We are proud to be an equal employment opportunity employer.

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