



Rishi Tea & Botanicals  
185 South 33<sup>rd</sup> Court  
Milwaukee, WI 53208

phone: 414.747.4001  
toll-free: 1.866.747.4483  
fax: 414.747.4008

[www.rishi-tea.com](http://www.rishi-tea.com)

## POSITION DESCRIPTION

### Summary

The Territory Sales Executive is responsible for driving the company's growth in the SoCal market through creative programming and development of existing customers, by prospecting and closing new accounts, and by supporting our distribution network. Growth is expected through multiple channels, including but not limited to Foodservice, Health and Wellness and Coffee.

### Essential Duties and Responsibilities

The essential duties and responsibilities include the following. Other duties may be assigned.

- Support our Distribution partners with lead generation, joint sales calls, training, education, and for day to day support for both the needs of our distributors' sales team as well as our distributors' customers.
- Prospect, close and develop relationships with new customers of Sparkling Botanicals through distribution. Pursue multiple market channels including: office, workplace, campus/venue, coffee, and fast-casual. Focus on opportunities with high brand profile and high-volume potential. Support sales growth with new customers by executing a creative mix of marketing, training and educational events.
- Prospect, close and develop relationships with key coffee, health and wellness, and foodservice accounts who may not be an ideal fit to take delivery through distribution.
- Help support existing customers, both direct and those through distribution, with a creative mix of special events and training activities. These events could take the form of a latte art throwdown, a tea cupping, booth or presence at street festivals or community





Rishi Tea & Botanicals  
185 South 33<sup>rd</sup> Court  
Milwaukee, WI 53208

phone: 414.747.4001  
toll-free: 1.866.747.4483  
fax: 414.747.4008

[www.rishi-tea.com](http://www.rishi-tea.com)

events or farmers markets, etc. Assist in coordinating and staffing these events with support from both Rishi's marketing team at HQ and local brand ambassador(s) in the SoCal market.

- Devote regular time to observing the market to capture intelligence, analyze competitive positioning and ensure the Company's sales and marketing tactics are effective. Expected to be actively immersed in the SoCal market for four days per week to begin.
- Understand inventory positions of Sparkling Botanicals with both customers and distributors to ensure adequate Days of Supply and optimal product freshness. Submit an accurate weekly flavor forecast to help inform product production schedules.
- Be familiar with Company's full portfolio of products. Speak intelligibly about the full portfolio when interacting with customers and distributors.
- Responsible for being aware of and following all food safety protocols as required by Rishi Tea's food safety management system, as they relate to this position.

### Goals of Position

- Build awareness of Company's product portfolio and brand in SoCal, through day to day interactions, sales calls, and consumer focused events
- Drive incremental sales growth with existing Rishi customers by adding Sparkling Botanicals, matcha, loose leaf, iced tea, sachets, or concentrates to their menu
- Successfully implement "matcha as the espresso of tea" service concepts into coffee and foodservice channels
- Support our distributor's efforts with active engagement and steady lead generation

