



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

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

**Job Title:** Territory Sales Executive - Austin

## Summary

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

## Essential Duties and Responsibilities

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

- Prospect, close and develop relationships with new direct customers. Pursue multiple market channels including: office, workplace, campus/venue, coffee, and foodservice. 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
- 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 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 Greater Austin 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 Greater Austin market
- Be familiar with Company's full portfolio of products. Pursue continual tea and botanical education in order to speak intelligently about the full portfolio when interacting with direct customers and distribution partners
- Quarterly travel to HQ in Milwaukee, WI to discuss progress to Rishi company and sales goals and collaborate with cross functional teams to advance steady market growth
- 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





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- When Sparkling Botanicals launches nationally, 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
- 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
- And other duties and responsibilities as may be assigned

### Goals of Position

- Develop new direct sales in the Greater Austin market, with a key focus on the Coffee, Foodservice, Office/Campus, and health and wellness channels
- Drive incremental sales growth with existing Rishi customers by adding matcha, loose leaf, iced tea, sachets, concentrates and/or Sparkling Botanicals to their menu
- Build awareness of Company's product portfolio and brand in Greater Austin market, through day to day interactions, sales calls, and consumer focused events
- 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

