



Taste True Tea
427 E Stewart Street, Milwaukee, WI 53207
www.rishi-tea.com

Job Description and Duties of Regional Account Manager: International

Department: Sales

Status: Non-exempt

Reports to: Regional Sales Director

Schedule: Monday through Friday, 8:30 am to 5:30 pm.

Job Description: The Regional Account Manager is responsible for contributing to sales growth of the region through new customer acquisition, customer retention and growth opportunities with current customer base. The RAM will be in contact daily with current and prospective customers, managing opportunity and up-selling current accounts. Additionally, this position will solicit new business opportunities in the International and east market by contacting prospective customers via email and phone. The RAM will support all regional sales needs as outlined by the Regional Sales Director (RSD) and will work closely with the RSD to drive growth in the market. Finally, this is a dual role that also supports the east region. All items below not specific to the international market will apply to both the east and international regions.

Physical requirements:

- Stand, walk, and sit at a desk.
- Type and communicate via commonly used office equipment including telephone and email.
- Ability to lift up to 40 pounds for delivering orders to customers and/or setting up events, tradeshow and/or demonstrations.
- Ability to drive and travel by air.

Skills:

- Basic knowledge of computers, MS Office and Excel.
- Highly attentive customer service.
- Work independently and as part of a team.
- Self-motivated and pro-active.
- Highly effective and persuasive communication skills.
- Presentation skills and high level of comfort explaining or demonstrating in front of large and varied groups.
- Attention to detail.
- Time-management, prioritization and organizational skills.
- A good understanding of the metric system and metric conversions.
- Observation and analytical skills.

Goals of position:

- Ensure a high level of customer service and account management.
- Educate customers about new and existing products as well as tea brewing techniques and general tea knowledge.



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- Contribute to sales growth of region through new customer acquisition, customer retention, and up selling opportunities with current customer base.
- Develop a clear understanding of exportation regulations surrounding Rishi products in conjunction with the RSD.

Duties:

- Utilize Oasis CRM for all aspects of account management: lead generation and contact, accounts set up (following appropriate procedures as developed by A/R) to complete order cycle.
- Travel to and participate in tradeshow as requested by the RSD
- Provide clear expectations and information regarding out-of-stocks, new product arrivals, order fulfillment times, shipping and all other trouble-shooting required for account management.
- Working across departments to ensure customers' needs are met in all areas including A/R, new product development (R&D, compliance, purchasing), blending, production, fulfillment, shipping and creative.
- Daily contact with leads and accounts through email and telephone.
- Participate in continuing education related to the international business at Rishi.
- Maintain adherence to Rishi Tea Export Compliance Policy and Procedures.
- Coordinate & produce export documents.
- Coordinate shipping with warehouse and freight forwarders.
- Communicate with customers for shipping and importing requirements.
- Provide monthly reports to the RSD on new accounts, prospects, and sales figures and how they relate goal numbers.
- Good understanding of export requirements and international shipping methods (or a willingness to learn/develop an understanding) - including but not limited to:
 1. AES & NAFTA Filing Requirements
 2. INCOTERM Basics
 3. Documentation Basics
 4. Export License requirements
 5. International shipping methods and process
 6. Recognize international business customs and trade practices
 7. Familiar with various federal and international rules and regulations such as those set by the Office of Assets Control, USFDA, USDA, DHS, and Customs.
 8. Basic import country organic certification requirements and other certifications as applied