New Business Sales Lead | Job Description & Responsibilities

Taste the Local Difference (TLD) builds consumer demand for local food and helps farm and food entrepreneurs build successful, well-connected and thoughtful businesses.

TLD’s New Business Sales Lead reports directly to the Sales Manager and is responsible for selling TLD’s print and digital advertising opportunities to businesses across the State of Michigan. Their role is integral to the mission and sustainability of TLD. The ideal candidate has strong sales experience and comfort with both print and digital media.

**TLD New Business Sales Lead is expected to:**

1. Meet an annual sales goal of at least $65,000
2. Work cooperatively, and communicate closely, with regional Local Food Coordinators and Marketing Sales Reps
3. Develop sales leads for TLD services across Michigan, particularly in areas with little coverage.
4. Consistently complete required CRM tasks
5. Present themselves professionally in both written and verbal communications
6. Act in a manner consistent with TLD’s core values and founding principles

**Desired Qualifications:**

1. Extensive sales experience
2. Strength in building and maintaining authentic relationships
3. Comfort with cold calls and in-person visits (when applicable)
4. Quick learner
5. Ability to ask questions
6. Self directed and comfortable with remote based work
7. Strong time management and organizational skills
8. An interest in local food systems
9. Confidence selling print and digital advertising
10. Experience using CRM software

This full-time position has a minimum base salary with 30% commission and includes healthcare after 60 days of employment. This staff member is expected to be living in the State of Michigan and have reliable transportation. Applicants should apply online at [localdifference.org/NBSLapp](http://localdifference.org/NBSLapp) and include an updated resume.