

BRAY FOODS

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Job Description: Customer Sales Supervisor

Job Title	Customer Services Supervisor
Department	Sales and Customer Service
Reports To	General Manager
Direct Reports	Telesales and Customer Service Team
Contract	Full-Time, Permanent

About Bray Foods

Bray Foods is a leading bakery supplier and distributor to foodservice operators, hospitality groups, and wholesale partners across the UK. We supply a premium range of finished bakery products such as brioche burger buns, sourdough, ciabattas, pastries, speciality breads, helping businesses elevate their bakery offering and stand out in a competitive market.

What sets Bray Foods apart is our ability to develop and manufacture bespoke bakery products tailored to each customer's exact requirements from size, recipe to around their menu, service style, and operational needs.

Combined with dependable nationwide supply, competitive pricing, and a collaborative approach, we work closely with our customers to deliver the right products, volumes, and margins to support long-term business growth.

Role Summary

Bray Foods is looking for an ambitious and commercially focused Customer Services Supervisor to play a central role in driving our sales operation forward. This is a fast-paced, hands-on position leading our internal telesales function, managing our CRM platform, and coordinating customer engagement across the wider sales team.

At the heart of our commercial activity, you'll ensure customers receive outstanding service through proactive communication, seamless order coordination, and strong relationship management. You'll also equip the sales team with the insight, structure, and operational support needed to win new business, strengthen existing accounts, and drive continued growth.

1. CRM Management

- Own and manage the company CRM system, maintaining accurate records of all customer accounts, contacts, order history, pricing agreements, and interactions.
- Ensure all internal stakeholders are aligned with CRM data standards, driving adoption and consistent use across the sales team.
- Produce regular reports and dashboards for senior leadership covering pipeline health, customer activity, and account trends.
- Lead ongoing data hygiene processes to ensure quality, accuracy, and completeness of all records.

2. Telesales Team Leadership

- Lead, manage, and develop the telesales team, setting clear KPIs around call activity, order conversion, and customer satisfaction.
- Provide regular coaching, performance reviews, and training to build a high-performing, motivated team.
- Develop call guides and sales frameworks suited to the foodservice and wholesale sector.
- Recruit and onboard new telesales team members, ensuring they are equipped with product knowledge and system proficiency from day one.

3. Daily Customer Call List

- Design and implement the Daily Customer Call List, a structured outbound calling programme ensuring all active accounts are contacted consistently.
- Ensure all orders are submitted by customers ahead of the next-day picking and delivery schedule, working closely with logistics to meet daily cut-off times.

- Continuously refine the call list based on order frequency, account value, and seasonal demand to maximise order capture.
- Proactively re-engage lapsed or low-frequency accounts to drive reactivation and reduce churn.

4. Telesales Operations

- Oversee the full telesales cycle including outbound prospecting, inbound enquiry handling, order processing, and post-sale follow-up.
- Manage prepayment accounts, ensuring payment is received and confirmed before orders are released for fulfilment.
- Keep customers informed of product availability, out-of-stock situations, and new product introductions.
- Identify cross-selling and upselling opportunities during customer interactions to increase order value.
- Monitor telesales revenue performance against targets and provide weekly updates to the General Manager.

5. Field Sales and Visit Coordination

- Coordinate all client visits for the General Manager, Senior National Account Manager, and field sales team, managing diaries, confirming appointments, and preparing visit briefing packs.
- Oversee the production and distribution of marketing materials including product brochures, price lists, and promotional collateral, ensuring the team has current and accurate materials available.
- Log all visit outcomes and next steps into the CRM following client meetings to ensure full visibility and follow-through.
- Support senior leadership with pitch preparation, new business presentations, and tender documentation as required.

Person Specification

Essential

- Proven experience in a telesales or internal sales management role, ideally within foodservice, wholesale, or FMCG.
- Hands-on experience managing a CRM system with strong data management and reporting skills.
- Track record of leading and developing a telesales team to meet and exceed sales targets.
- Proficiency in Sage or a comparable order management system.
- Strong organisational skills with the ability to manage multiple priorities in a fast-paced environment.
- Excellent communication skills with a customer-first attitude.

Desirable

- Background in food wholesale, contract catering, or foodservice distribution.
- Familiarity with national account structures, buying groups, and hospitality sector customers.

Terms and Benefits

- Full-time, permanent position
- Onsite, Monday to Friday, 9:00am to 5:00pm
- 28 days annual leave inclusive of bank holidays
- Company pension scheme (auto-enrolment in line with statutory requirements)
- Statutory sick pay
- Statutory maternity, paternity, and shared parental leave