



UNIT 1  
WORKSTOWN INDUSTRIAL ESTATE  
PRINCES ROAD  
EDMONTON  
LONDON N18 3PR

Telephone 0208 550 4486  
Email: [info@directwholefoods.com](mailto:info@directwholefoods.com)  
[www.directwholefoods.com](http://www.directwholefoods.com)

SUPPLIERS OF FROZEN FOODS AND ICE-CREAM  
TO THE CATERING AND RETAIL TRADE

## **Job Description:**

### **Senior Telesales Associate**

#### **About Us**

Direct Wholesale Foods Ltd is a fast-growing frozen food and ice cream wholesaler supplying businesses across London and the surrounding areas. We pride ourselves on reliability, speed, and strong customer relationships, delivering everything from core frozen lines to impulse-driven ice cream ranges.

As the business continues to scale, we're looking for a Senior Telesales Associate to lead and support our telesales team and drive commercial performance side by side with the Telesales Manager.

#### **The Role**

This is a hands-on leadership role at the centre of our sales operation. You will assist managing and motivating the telesales team, drive daily performance, and ensure customers receive a proactive, knowledgeable, and efficient service.

You'll balance people leadership with commercial focus, ensuring sales targets are met while maintaining excellent customer relationships in a fast-moving wholesale environment.

Working hours for this role are Monday to Friday, 9:30 a.m.–4:00 p.m.

#### **Key Responsibilities**

- Lead, motivate, and manage the telesales team to achieve and exceed sales targets
- Drive outbound sales, promotions, and upselling across frozen food and ice cream ranges
- Manage inbound orders efficiently while maintaining call quality and service standards
- Assist with the monitoring of KPIs, performance, and provide regular coaching and feedback

- Work closely with warehouse, transport, and management teams to align sales activity with stock availability and delivery capacity
- Analyse sales data, seasonal trends, and customer behaviour to maximise opportunities
- Recruit, train, and onboard new telesales staff as the business grows

### **What We're Looking For**

- Proven experience in telesales or sales management (wholesale, foodservice, or FMCG preferred)
- Strong leadership skills with the ability to motivate and coach an accountable team
- Commercial awareness and confidence driving revenue in a target-led environment
- Excellent communication, organisation, and problem-solving skills
- Comfortable using CRM systems and sales reporting tools
- Able to thrive in a fast-paced, high-volume operation

### **What We Offer**

- Competitive salary (dependent on experience)
- Performance-related incentives
- A stable, growing business with long-term career opportunities
- A leadership role with real progression and influence over sales strategy and team development
- Supportive management and a collaborative working environment
- Uncapped commission scheme

### **Why Join Direct Wholesale Foods Ltd?**

This role offers genuine ownership of a key department within a growing wholesale business. If you enjoy leading from the front, driving results, and building strong customer relationships in frozen food and ice cream, this is an opportunity to make your mark.

### **Benefits:**

- Company pension
- Employee discount

- Free parking

Work authorisation:

- United Kingdom (required)

Work Location: In person