

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School of Management students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni, and the University Business Librarian.

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A Day in the Life of a Territory Sales Representative

We recently had a conversation with Joseph Milosevski, a Ted Rogers Co-op Student, graduating in 2025 from the Entrepreneurship Co-op Program.

He spent his Fall 2022 Work Term as a *Territory Sales Representative* within the Quaker Oats Field Sales Team at PepsiCo.

This PepsiCo team is mainly responsible for driving and delivering large format sales volume of Quaker brands through customer agreements, completing monthly priorities as well as permanent and temporary in-store development.

Within this report, we chronicle some of Joseph's experiences in his unique journey and in this particular role.



 [Joseph Milosevski](#)



Q: What did you do on a "day-to-day" basis in your role as a Territory Sales Representative at PepsiCo?

A: As part of the Quaker Oats field sales team at PepsiCo, I was responsible for understanding, planning, and executing advertising displays, delivering consistent sales targets, and performing inventory and cash management in a business-to-business setting. I would do so every week for the thirty-five stores I was responsible for in my territory. I had to coordinate a lot of different schedules in order to speak with the Managers upon my arrival in a store. Every week, I would plan and schedule the most efficient way to visit these stores.

Most of my day was spent traveling between the stores, helping various Managers set up product displays, maintain product on the shelf by making sure it is correct to our planogram, and dealing with supply-chain issues. I would also speak with Managers and communicate our plans for product promotions, line extensions, or plans for discontinuation.

My goal as a *Territory Sales Representative* was to leverage displays to get more of our product out on the floor in order to increase sales.

Q: What technology platforms did you use in your role?

A: **Microsoft Teams:** was a useful tool that was used to share a variety of information from various departments in one centralized place. I would use Microsoft Teams while on a call in a store, to verify information such as updated planograms, promotions and other useful information that was readily accessible at my fingertips, when needed.

Zoom: At a large company like PepsiCo, we had employees all over the world. My team, specifically, was spread throughout Ontario. We would communicate weekly through Zoom, to save everyone from having to travel to and from the PepsiCo Headquarters in Mississauga.



Microsoft Teams



Zoom



Go Spot Check



Power BI

Go Spot Check: All the Territory Sales Representatives on my team used *Go Spot Check* whenever we would attend a store we were servicing. It is a mobile application that is used to track our performance in stores. We would log information such as, how many products displays we had, how many cases of our product were on display, and whether we had put up any coupons and/or useful product information. Through the data we logged into this application, we worked towards our pre-set monthly targets.

PowerBI: was another powerful tool we used when working in the field. It is an application that tracks the sales data of our products from each store we service. We could view information for each product we were selling and compare it to the store's past performance, to other stores' performance, and to the overall average performance of the stores in the territory. This information was useful as we could see a product's performance and act accordingly. The information could also then be conveyed to the Store Manager to better their understanding of the performance of Quaker Oats products in their specific store.

Q: How does your industry impact the world?

A: The Consumer Packaged Goods (CPG) industry has a significant impact on the world in various ways. The CPG industry creates millions of employment opportunities worldwide. It contributes to economic growth by contributing to international trade while generating tax revenue. The industry also plays a vital role in numerous people's day-to-day lives worldwide. It does so by providing various essential products and services to consumers.

Furthermore, many CPG companies choose to partake in philanthropic activities. Specifically, PepsiCo partakes in many philanthropic activities, such as the PepsiCo Foundation which invests in a sustainable food system and gives back to various communities.

Q: Which industry trends should aspirational students be aware of?

A: Sustainability is a key trend in the industry. The topic of sustainability came up several times in various meetings and presentations throughout my tenure at PepsiCo. Companies in the CPG industry are looking to adopt practices such as reducing waste and producing more eco-friendly products.

Health and wellness are other important trends that often came up at PepsiCo. Consumers are increasingly looking for healthier options for food and beverages. This leads to the development of healthier products and improving existing products to appeal to a more health-conscious consumer. I can attest to this firsthand, as I worked on the PepsiCo Foods Quaker team. During my employment, we were in the process of converting all of our Quaker oatmeal flavors to only contain natural flavouring. PepsiCo was aware that this is something their customer's value, and as a result, they implemented changes that would appeal to them.

Q: What advice would you provide a Ted Rogers School student who aspires to work in your industry upon graduation?

A: I would advise TRSM students to seek knowledge from others in the industry as there are many experienced and knowledgeable professionals to learn from. I found that an added benefit, on top of the hard skills I developed, was the career advice I was able to gain from my co-workers.

Whenever I had the opportunity, I would ask them about their career path and how they got to their position, in addition to any advice that they had for someone in my position, just starting their professional career. They were always more than happy to bestow their knowledge upon me. A lot of the information and advice they were able to give me was very useful over the course of my Co-op term and expanded my professional outlook.

Q: Being a Ted Rogers Co-op student, how did you find the transition into your first Work Term?

A: Before starting my Co-op role, I was excited, yet somewhat anxious, as it was my first work term. Any anxious feelings, however, faded away as soon as I was onboarded at to the PepsiCo Headquarters. From the very beginning, they created a welcoming and supportive environment with an emphasis on personal and professional growth.

I also had a very supportive Manager and team and was right away put in touch with the experienced members of the team that were able to train me and share advice. This made for a a smooth transition and eased my mind knowing I was working within a supportive environment where they were interested in my growth as a young professional.

Q: How did your Co-op experience help you with where you are today?

A: My Co-op experience at PepsiCo showed me how certain concepts from my education translate into the work world. Oftentimes, I would find myself in situations that I could relate to, recall a concept from a course I have taken, and then apply that knowledge. The experience had given me a greater appreciation for my education. This has made me even more motivated to push myself and put my best efforts into my school work.

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Looking to make connections with TRSM alumni?

Hub Insights released a report on the best ways to engage and network with TRSM alumni. Click [here](#) to learn more!



Want to learn more about Pepsico and sustainability?

As a CPG company, Pepsico is working to become more sustainable. To learn more, click [here](#)!



Learn more about sustainability in CPG industries

This resource, freely accessible through TMU Libraries, delves into the issue of sustainability in the CPG industry. Click [here](#)!



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For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



Staff Contributor Laura Henshaw

Laura is a Co-op Coordinator with a Bachelor of Arts Degree (Psychology), Career and Work Counselling Diploma and Human Resources Management Certificate. She has 13+ years experience working in post-secondary and recruitment environments, and enjoys working with Ted Rogers students to explore different career avenues through the Co-op program.



Student Contributor Jillien Arrubio

Jillien is a Retail Management student at the Ted Rogers School of Management, and a Director with the Ted Rogers Student Society (TRSS). She is passionate about learning everything related to sustainability and retail.