

RUBEN REYES



Ruben shown working a tradeshow for his current employer, FRS
Ruben graduates, June 2008

Sales Representative Pepsi Bottling Group

The Pepsi Bottling Group (PBG) is the world's largest manufacturers, sellers and distributors of Pepsi-Cola beverages. The Sales Development Program that I will be involved in is a special program that gives campus recruits the opportunity to learn the Pepsi Bottling Group's business from the bottom up. Initially, I will have the opportunity to work with the merchandisers and drivers, who hold positions in the "frontline." This will give me the chance to see the important role these individuals play in executing the company's goals as they go about their daily tasks. In addition to learning the business, the sales development program will allow me to establish a relationship with the individuals I will be managing in the future. Thus, when the time comes for me to manage and lead my team of frontline employees arises, I will be able to set appropriate expectations. Another element of the Sales Development Program requires me to execute an assigned project, and to present the findings to senior management. The project marks the conclusion of the Pepsi Bottling Group Sales Development Program. Below is the PBG.com description of the Sales Development Program.

"The Pepsi Bottling Group's Sales Development Program provides a demanding, fast-paced environment in a competitive industry, where growth equals opportunity and fun accompanies the challenge. Decisions are made "real time" to maintain and grow an existing account base with a strong focus on customer relations. We are looking for future managers and leaders of the company. Candidates will have the unique opportunity to move rapidly to increasing levels of responsibility leading to managerial positions in sales, sales operations and general management."

What made you choose Pepsi as the place you wanted to work?

I felt Pepsi Bottling Group offered the best business environment, and would be the appropriate fit for my personal needs. During my initial visit to a PBG facility, I was able to experience the work environment first hand by participating in a sales ride-along with a Territory Sales Manager. This experience allowed me to see the fast-paced environment that employees partake in on a daily basis. This fast-paced environment allows individuals to perform at their very best.

Another element that makes Pepsi Bottling Group a great place to work at is the diversity that exists. PBG was recently ranked number 2 on Diversity Inc.'s Top 50 Companies for Diversity list 2007. With this in mind, the PBG culture is one that is enriched by the array of individuals that make up the organization. In addition, this diversity in staff allows the company to effectively sell its products to their diverse customer base.

Another element that makes Pepsi Bottling Group a great place to work at is the ability for individuals to move horizontally and vertically throughout the company. For example, people that begin their career in the sales department may make a horizontal move to the marketing department, after the appropriate training and knowledge is achieved. High-performing individuals can move quickly to higher positions in the company—an example of a vertical move at PBG.

How will you use what you learned in the marketing curriculum?

Some of the marketing curriculum that I will be using in my Pepsi Bottling Group Sales Representative position will be primarily focused on the knowledge I have attained towards analyzing consumer behavior. My assigned position will require me to look at reports in my given territory and assess the different consumer trends that are occurring. In addition, my position as a Sales Representative will allow me to use the majority of the marketing skills and knowledge that I have acquired throughout my time at Cal Poly San Luis Obispo's Orfalea College of Business in promoting and merchandising the products and services Pepsi Bottling Group offers to its consumers.