

NEW GLORY AREA SALES MANAGER – North Valley, North Bay Area, North Coast

DESCRIPTION

This position requires visiting retail accounts and working closely with distributor personnel to increase distribution, influence rate of sale, and drive volume. This position requires effective collaboration with wholesale partners to achieve sales, distribution, and marketing goals. This position will be required to work evenings and weekends on occasion, executing key promotional events and samplings. This position requires self-management and structuring of a work week.

Weekly Structure (subject to change):

- MONDAY – Admin.
- TUESDAY – Trade visit.
- WEDNESDAY – Trade visit.
- THURSDAY – Trade visit.
- FRIDAY – Admin (half day), Trade visit (half day)

Territory Geography (subject to change):

- Sacramento County
- El Dorado County
- Alpine County
- Yolo County
- Sutter County
- Placer County
- Nevada County
- Yuba County
- Marin County
- Napa County
- Sonoma County
- Lake County
- Mendocino County
- Humboldt County
- Trinity County
- Del Norte County
- Colusa County
- Sierra County
- Butte County
- Glenn County
- Plumas County
- Tehama County
- Shasta County
- Lassen County
- Modoc County
- Siskiyou County

Wholesalers (subject to change):

- Golden Brands Sacramento
- Golden Brands Chico
- Redding Distributing
- Wonderland Distributing
- Alpine Beverages
- Morris Distributing
- DelReka Distributing

Market Development:

- Constantly identify business opportunities for New Glory Craft Brewery in the market.
- Work with retail accounts to sell in draft and package items at retail.
- Execute visibility/velocity activities to influence rate of sale, including but not limited to:
 - Shelf positioning improvements.
 - Retail and distributor staff educations.
 - Implementation of point of sale (POS).
 - Selling in and building displays.
 - Implementing price promotions.
- Sell in and execute promotional events.
 - On-premise promotional events, off-premise samplings, festivals.
- Develop rapport/relationships with retailer and distributor personnel.
- Build and maintain a list of 50 core accounts in KARMA.
 - Core account list must be approved by Sales Manager.
 - Each core account must be visited once per month at minimum.
 - 5% growth vs. prior year must be achieved each quarter within the core accounts list.
 - These core accounts may be changed during the third week of each new quarter and must be approved by the Sales Manager.
- Maintain product freshness of New Glory brands by monitoring distributor warehouse rotation, retail back room rotation, display rotation, and shelf rotation.
 - Remove all expired beer from shoppable retail locations and notify the Sales Manager and wholesaler with unit quantities and code dates.
- Maintain sales bag and have at minimum these items on hand daily when visiting the trade:
 - Business cards, cold samples, coasters, sales bag, pens, note pad, large black marker, sales sheets, cooler statics, shelf strips, measuring tape, double-sided tape, zip ties, UPC sheet, distributor pricing, and profitability chart.
- Maintain a list of retail contacts and communicate weekly beer releases and availability via e-mail.

Distributor Collaboration:

- Build and execute an Annual Business Planning meeting annually with each wholesaler.
- Meet with distributor management a minimum of once per quarter to recap a previous quarter, discuss current initiatives, plan for a succeeded quarter, and more.
- Execute 2 general sales meeting presentations with each wholesaler per year.
- Maintain clean and current distributor inventories by focusing on rotating and seasonal beers, as well as focusing on SKUs with an excess of inventory.
- Presell upcoming limited beer quantities to retailers prior to their arrival in the market and communicate presale commitments to distributor.
- Schedule a minimum of 3 distributor work-withs per month.
- Communicate to distributor sales rep when in their territory and plan account visits to assist them.
- Submit weekly e-mail to distributors communicating upcoming beer releases, quantities, expectations, and more.
- Monitoring of distributor point of sale (POS) inventories and ordering as needed.
- Be a consultant, not a sales rep!

- E-mail weekly trade visit recaps to pertinent distributors and personnel weekly to include:
 - Thorough attached KARMA recap.
 - Actionable distributor followup items.
 - Newly booked events.
 - Upcoming events for that week.
- Produce quarterly performance recaps for each distributor and e-mail to appropriate distributor personnel. Recap to include:
 - Volume, distribution, ROS performance.
 - Executed events and promotions.
 - S.W.O.T. analysis.

Communication:

- KARMA – Thorough and accurate notes entered into KARMA after every account visit.
 - Include pictures when necessary.
- Maintain professional and open lines of communication.
- Communicate any and all successes, opportunities, issues, and threats in the market to Sales Manager and, when necessary, to distributor personnel.

Management:

- Maintain a general work calendar.
- Submit a weekly planner every Monday to the Sales Manager to include the following items:
 - What geographic area you will be working in each day, which accounts and occasions you will be visiting each day, 3 goals listed for each account visit, a list of upcoming events and promotions, status of quarterly focus goals, and time off.
- Plan weekly account visits by utilizing the following, but not limited to, reports in iDig:
 - 30-day On-Premise Lost Account Report
 - 90-day Off-Premise Lost Account Report
 - New Placement Report
 - Top 25 On/Off-Premise Reports by Volume (CEs) by Zip Code
- Schedule appointments with retailers to sample buyers and staff on existing and new New Glory beers for consideration.
- Track and manage spending budget.
- Track mileage.
- Submit company credit card expenses, out of pocket expenses, and mileage at the beginning of every month.

Measurables:

- Minimum of 40 quality account calls per week.
 - Must visit 5 non-buy accounts weekly.
 - Target 70% on-premise and 30% off-premise account visits.
- 100% completion of quarterly focus goals set by Sales Manager.
- Weekly Goals – Minimum of 5 new draft placements per week (30-day non-buy accounts).
- Execute a minimum of 2 quality promotional events each month.

Allowances:

- Company car.
 - Or \$0.56 per mile reimbursement.
- Company cell phone.
- Company laptop/computer or tablet.
 - Monthly internet reimbursement of \$40 if utilizing home office.