



# Off-Premise Key Accounts Sales Representative

Classification: Exempt

Supervisor: Regional Key Accounts Director

5/08/2017

## Job Overview

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### 2 Towns Vision:

We aspire to create craft cider that is accessible to the people, utilizing the most advanced cider making standards, and quality Northwest ingredients, without being afraid to do things a little differently. Much like our product, 2 Towns as a company is fun, unique, and filled with energy. Our crew makes what we do possible, and we are committed to fostering an environment of fairness, empowerment, and security.

### Job Summary:

The Off-Premise Key Accounts Sales Representative is responsible for supporting the Key Accounts team. This individual creates and maintains relationships with individual Off-Premise Accounts as well as helps the Regional Key Accounts Director to identify and communicate industry trends; helps propose and execute plans for promotions to drive sales; and occasionally acts as a liaison between distributors, chains, and 2 Towns Ciderhouse. Regular maintenance of account paperwork will be a significant part of this support position.

This individual must be self-motivated, highly organized, and detail oriented. The ability to balance friendliness with professionalism is required, as is a sincere dedication to the financial success of the company. A collaborative and “team player” attitude is essential, as is the ability to take direction.

## Essential Duties & Responsibilities

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- I. **Maintain Records**
  - a. Maintain and organize immaculate records and required forms for all accounts.

- II. Develop and Nurture Off-Premise Account Relationships**
  - a. Provide positive, informative, and enthusiastic interactions with retail managers and representatives.
  - b. Take ownership of assigned off-premise chains and monitor assigned goals to ensure growth potential is fully capitalized.
  - c. Ensure proactive communication with accounts is maintained via reliable methods of communication and scheduled, regular check-ins.
  - d. Sell in and build creative displays to help promote Brand awareness in key off-premise accounts.
  - e. Execute and follow up on execution of chain programming
  - f. Accurately and professionally convey the company and product information to existing and potential off-premise chain and independent accounts.
  - g. Anticipate and meet the needs of the buyer for each account.
  - h. Produce new sales leads by approaching prospective chain and independent off-premise accounts with samples and product information, log information received, and follow up on leads.
  - i. Help Regional Key Accounts Director design, organize, and lead presentations to attract new accounts.
  
- III. Develop and nurture distributor relationships**
  - a. Establish regular communication with our distributor KAM (Key Account Manager) team.
  - b. Provide KAM team with updated data, graphics, and presentations to ensure 2 Towns vision is presented.
  - c. Meet quarterly to help present chain goals to distributor KAM team.
  - d. Establish regular communication with our distributor Off Premise Sales Team.
  
- IV. Communicate Marketing and Sales Trends**
  - a. Keep a pulse on industry trends through research, identification, and prediction.
  - b. Use collected data to develop action plans to increase sales revenue.
  - c. Know how or be able to learn to interpret IRI and Nielsen data.
  
- V. Drive Sales Through Promotional Campaigns**
  - a. Increase the 2 Towns brand awareness and product presence in other locales.
  - b. Design promotions to drive sales, using various marketing methods including planograms, floor and end cap displays, and product tastings.
  
- VI. Act as Liaison**
  - a. Interface with assigned accounts and buyers as well as coordinate between assigned off-premise accounts and distributors.
  
- VII. Miscellaneous**

- a. Travel to other cities and states to represent the company as necessary.
- b. Have access to vehicle in good working order.
- c. Comfortable traveling by airplane.
- d. Understand key business and management concepts.
- e. Communicate regularly with the Regional Key Accounts Director to provide updates on day-to-day activities.
- f. Participate in monthly All Staff Meetings.
- g. Adhere to 2 Towns policies and procedures as described in the Employee Handbook at all times.
- h. Follow all safety policies and procedures.
- i. Other duties as assigned.

## Required Minimum Qualifications

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- Education and Experience: Four-year Business or related degree.
- Valid Driver's License.
- Must be 21 or older.
- Previous retail/grocery store/convenience store Sales experience, and/or experience working for a distributor or a grocery store.
- Previous merchandising experience.

## Desired Skills & Abilities

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- Previous experience in NA brand and/or alcohol brand sales.
- Positive, outgoing personality with the ability to network and develop relationships with key contacts at each account and within the beverage/bar/restaurant industry.
- Strong public speaking and interpersonal skills.
- Demonstrated ability to manage multiple projects simultaneously.
- Analytical.
- Excellent organizational skills and attention to detail.
- Experience with, or ability to learn to interpret, Nielsen and IRI data reports.
- Self-motivated and self-directed attitude.
- Excellent problem solving/analysis skills.
- Enthusiasm to work as part of a dynamic team.
- Clean driving record
- Ability to occasionally drive for long periods of time.
- Ability to work independently as well as with colleagues.
- Ability to travel to other U.S. cities.
- Ability to use Microsoft Suite, Google Drive, and Internet.
- Ability to move 35-lb short distances by hand, as well as heavier amounts using a hand truck.

## Physical Demands

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The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit; walk; use hands to move cases, reach with hands and arms; stoop, kneel, crouch, or crawl; talk and hear; visually count.

## Work Environment

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The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position will operate in a professional office environment as well as on the road. This role routinely uses standard office equipment. Due to the traveling nature of this position (about 50% of the position), some work will be done remotely. Travel is almost exclusively done outside of the local area and may be overnight.

## Compensation and Benefits

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2 Towns Ciderhouse offers competitive wages that will be determined by experience and qualifications. Benefits for full-time staff include health/dental insurance, 401(k), Paid Time Off, profit sharing bonus opportunities when applicable, 70% off product purchases, and quarterly merchandise stipend.

## To Apply

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Please submit:

- Your resume
- A cover letter that describes your previous experience with:
  - o Merchandising
  - o Working in a grocery, retail, convenience store, or distributor setting

To [jobs@2townsciderhouse.com](mailto:jobs@2townsciderhouse.com) by 5p on Sunday, May 21<sup>st</sup> 2017.

Resumes submitted without cover letters will not be considered. Please, no phone calls about this position.