

Job Title:

Regional Sales Director: South Central

Position Summary:

The Regional Sales Director will deliver results through a planned sales strategy to the assigned market that includes Texas, Colorado, Louisiana, Oklahoma and Arkansas

Essential Duties and Responsibilities:

- Develop and execute brand launch plans in target markets including distributor pricing, deal structures, target accounts, introduction meetings, distributor General Sales Meetings, etc.
- Establish and maintain major account relationships in the defined region.
- Identify target accounts by channel (Chains, Off premise Independents and On Premise) and opportunities within the framework of the defined region. Identify target accounts and create an action plan for each channel....
- Monitor performance (depletions, accounts sold, national programs, shipments, pricing, promotional materials) by channel.
- Monitor competitor activity in each account and ensures that appropriate response strategies are formulated, communicated, and executed. Maybe my market or is this specific to key accounts?
- Educate on-premise/off-premise accounts in product knowledge and/or develop special programs (ie; specialty menu drink selection, off premise creative events). Must be a brand builder.
- Drives the wholesale sales to targeted distributors in defined region. Evaluate distributors performance and conduct quarterly business review meetings. Recap key distributors monthly on performance, inventory levels and upcoming programs and pricing.
- Effectively establish distributor relationships
- Manage, motivate and support the distribution network including distributor management and sales representatives. To include VP or GSM, Sales Director, sales managers, salespeople and purchasing agents
- Maintain budget, manage expenses and know inventory levels in order to forecasting and execute sales.
- Prioritization sales initiatives and goals in all aspects and phases of spirit sales.
- Plans and implements sales to specific major accounts where cultivating relationships, identifying opportunities, and account manage skills are critical. Build strong, effective relationships with key Chain buyers in assigned region
- Lead insightful, specific, successful client presentations

Qualifications:

- Craft spirits and/or wine sales preferred. Possesses leader qualities and has a proven track record in spirit/wine sales.
- Bachelor's Degree in a related discipline or commensurate experience
- Must be at a minimum of 21 years old
- Must have at least 5 years distributor and supplier wine and spirits sales experience within this territory
- Must be responsible, outgoing and reliable
- Must have valid States driver's license for mobility within the territory
- Ability to lift up to 35 pounds
- Positive attitude; team player, motivator, as well as be creative and entrepreneurial.
- Superior spirits knowledge, combined with a commitment to continuous improvement in all facets of our business goals.
- Effective self-management skills, specifically time management and territory call planning
- Existing account relationships desired

Physical Demands:

Stand	F	Lift/Carry	
Walk	F	10 lbs or Less	F
Sit	F	11 – 20 lbs	F
Handling/Grasping (repetitive motions)	O	21 – 50 lbs	O
Reaching Above Shoulder	O	51 – 100 lbs	R
Reaching Outward	O	Over 100 lbs	N
Climb	R	Push/Pull	
Crawl	R	12 lbs or Less	F
Squat or Kneel	O	13 – 25 lbs	F
Bend	O	26 – 40 lbs	R
Working at the computer	F	41 – 100 lbs	R
Driving	F	Near Vision (closer than arm’s length)	N
Respirator Use	N	Far Vision (farther than arm’s length)	N
Other Personal Protective Equipment Use	N	Color Vision	N

Legend:

N (Not Applicable)	Activity is not applicable to this occupation.
R (Rarely)	Occupation requires this activity several times a month (not daily)
O (Occasionally)	Occupation requires this activity up to 33% of the time (0-2.5hrs/day)
F (Frequently)	Occupation requires this activity from 33% - 66% of the time (2.5-5.5 hrs/day)
C (Constantly)	Occupation requires this activity more than 66% of the time (5.5+ hrs/day)

The above information is representative of the work performed in this position, however it is not all-inclusive. The omission of a specific duty or responsibility does not exclude it from the position if the work is similar or related to the essential duties and responsibilities. Other tasks may be assigned as needed.

Reasonable Accommodations Statement:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.