

**Job Title:**

Regional Sales Director: Northeast – CT/DE/MA/ME/NH/NJ/NY/RI/VT

**Position Summary:**

The Wine & Spirits Regional Sales Director, will deliver results through a planned sales strategy to the assigned Northeast market.

**Essential Duties and Responsibilities:**

- Develop and execute brand plans and 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 ensure that appropriate response strategies are formulated, communicated, and executed.
- Educate on-premise/off-premise accounts in product knowledge and/or develop special programs (ie; specialty menu drink selection, off premise creative events).
- 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 forecast accurately and execute sales.
- Prioritize sales initiatives and goals in all aspects and phases of wine & spirit sales.
- Plan and implement sales to specific major accounts while cultivating relationships, identifying opportunities, and account management skills are critical. Build strong, effective relationships with key Chain buyers in assigned region
- Work with multiple teams within Purple Brands such as marketing and finance teams.
- Lead insightful, specific, successful client presentations.

**Qualifications:**

- Craft spirits sales desired, coupled with wine sales experience. Possesses leader qualities and has a proven track record in wine and spirit sales.
- Bachelor's Degree in a related discipline or commensurate experience desired.
- 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 United States driver's license for mobility within the territory.
- Ability to lift up to 35 pounds.
- Positive attitude; team player, motivator. Solution-focused, 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:**

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

**Legend:**

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