



Job Description/Posting

Area Sales Manager

Exciting opportunity to join Twenty20 Beverages as an Area Sales Manager. Twenty20 Beverages was founded in 2015 with the vision of helping smaller, high potential spirit brands navigate the three-tier system and thrive in an environment dominated by huge multi-national beverage companies. Twenty20 Beverages delivers BIG COMPANY resources and business acumen to developing brands.

The Area Sales Manager is a field sales role that functions as 'feet on the street', calling directly on key and developing accounts to drive results in On and Off Premise accounts. This role focuses on expanding distribution, brand building, volume growth, key account relationship building and working closely with distributor sales teams.

Role Responsibilities

- Spend 80%-90% of time-in-market securing new distribution, maximizing consumer pull, solving customer challenges, training, and maximizing client brand merchandising and space-to-sales
- Motivate and develop self and distributor wholesale teams in delivering brand and individual goals
- Establish and implement strategic programs to guide distribution, innovative launches, develop features and menus, create displays, and implement retail promotions that produce effective presentations of the brand stated priorities
- Achieve volume objectives for each brand
- Plan and execute consistent sales calls with key accounts
- Call on and manage up to 100 Retail accounts and up to 50 On Premise accounts
- Regularly use provided CRM tools
- Work closely with distributor salespeople as brand expert and business generator. Regular work-withs as necessary
- Develop, implement and monitor agreed upon Key Performance Indicators (KPI's) including tastings, displays, new placements and drink features
- Work with internal teams to course correct any brands that are off brand plan

Qualifications/Requirements

- Local knowledge – must live in the area that you are applying for and preferably knowledgeable on the alcohol purveyors in the area. Good business relationships with key Retail and On Premise accounts.
- Bachelor's Degree in Business or related field or HS Diploma with 3+ years of experience in related industry
- Minimum 2 years of relevant sales experience preferably in both On and Off Premise sales
- Market development and sales analysis experience including CRM expertise

- Ability and willingness to work non-traditional hours (some nights/weekends)
- People Management experience
- Self-Starter
- Ability to build productive working relationships
- Critical thinker with strong planning and organizational skills
- A valid driver's license

Compensation

- Salary range commensurate with experience
- Yearly Bonus: Based on Personal Performance and Sales Goals
- Monthly Car Allowance
- Monthly Expense Account
- Competitive Benefits

IF THIS IS THE JOB FOR YOU – HERE'S HOW TO APPLY

Please email your resume to info@twenty20beverages.com