



Job Description/Posting

Regional Sales Manager – IL, MN, WI

Job Summary:

We're excited to announce an opportunity to join our team as a Regional Sales Manager for the Midwest region, covering Illinois, Minnesota and Wisconsin. In this field sales role, you will play a key part in growing our portfolio of high-potential spirit brands. This is a hands-on position focused on driving sales, expanding distribution, building key account relationships, and collaborating with distributor partners to deliver results.

About Us:

We specialize in helping emerging spirit brands navigate the complexities of the three-tier system, offering the resources and expertise needed to thrive in a competitive marketplace. Our team is passionate about delivering BIG COMPANY capabilities while maintaining the personal touch of a smaller operation.

Responsibilities:

- Spend 85%-90% of your time in the field, calling on key accounts to expand distribution and grow volume.
- Develop and execute customer-focused programs that maximize consumer pull and deliver measurable results.
- Partner with distributor sales teams to train, motivate, and achieve individual and brand goals.
- Establish and implement strategic programs, including innovative launches, menu features, retail displays, and promotions.
- Achieve volume and distribution objectives for each client brand.
- Conduct regular sales calls with key On- and Off-Premise accounts (up to 150 accounts in total).

- Use CRM tools to monitor performance, identify opportunities, and course-correct where needed.
- Develop and monitor Key Performance Indicators (KPIs) such as tastings, new placements, displays, and drink features.
- Maintain close collaboration with internal teams to address market challenges and implement solutions.

Qualifications:

- **Must reside in the Chicago area** with strong knowledge of the local alcohol beverage industry, wholesalers and key accounts.
- Minimum 4 years of sales experience, preferably in On- and Off-Premise alcohol beverage sales.
- Proven expertise in market development, sales analysis, and CRM tools.
- Ability to work flexible hours, including nights and weekends.
- Strong organizational skills and self-starter mentality with the ability to work independently and collaboratively.
- Ability to develop meaningful business relationships.
- Valid driver's license and reliable transportation.

Compensation & Benefits:

- Competitive salary, commensurate with experience.
- Annual performance-based bonus.
- Monthly car allowance and company expense account.
- Comprehensive benefits package, including health insurance and retirement plans.

How to Apply:

If you're passionate about building brands and driving results in the alcohol beverage industry, we want to hear from you! Please email your resume to

Darren.kohlenberger@twenty20beverages.com.