

Position Title:

District Manager

Basic Function:

The function of the District Manager is to facilitate, supervise, & train sales staff in accordance with Company policies and procedures. Responsible for achieving Team and Company goals while maintaining a projected budget within designated territory. Provide leadership & direction, while continuing to grow market share within territory.

Requirements:

EDUCATION:

Required: College Diploma

Preferred: College Diploma Marketing or Business.

EXPERIENCE:

- Three to Five years' experience with various roles in sales demonstrating consistent record of market success and customer satisfaction. Chain responsibility, marketing and management experience recommended.

SKILL, KNOWLEDGE, AND ABILITIES:

- Knowledge of advertising, marketing, sales techniques. Computer literate- MS Office, Word, Excel.
- Has the ability to work independently, to lead, direct, motivate, supervise and work well with others in a multi-functional fast paced environment.
- Language Skills include the ability to communicate and give instructions. Strong interpersonal and communicational skills. To be able to communicate clear precise and persuasive direction.
- Must have the ability to compose standard letters with proper format, grammar, punctuation, and spelling, using all parts of speech.
- Has the ability to prepare and deliver effective and persuasive speeches and presentations on various topics related to the industry and Saratoga's product portfolio.
- Maintain a well groomed personal appearance, and be able to represent Saratoga in a professional manner within our accounts and communities at all times

PHYSICAL:

- Standing and/or sitting for long periods. The position occasionally requires stooping, kneeling, and crouching.
- Ability to lift 50 lbs on a regular basis and perform repetitive motion tasks.
- Must be able to travel throughout the service area as required to meet with sales staff, suppliers, and customers. With occasional overnights & weekends.

MENTAL:

- Ability to define problems, collect data, establish facts, draw valid conclusions, address customer communications, and formulate solutions.
- Ability to apply principles of logical thinking to a wide range of intellectual and practical problems.
- Ability to deal with a variety of situations. Capable of multi-tasking and practicing sound Time Management skills.

Reporting Relationships:

1. The District Manager reports directly to the Director of Sales.
2. The following positions report to the District Manager in accordance to designated Team:
 - a. Account Reps and Tel Sel.
 - b. Support Rep
 - c. Merchandisers if applicable

Authority:

- The District Manager is delegated sufficient authority to accomplish the goals & distribution objectives of the Saratoga portfolio. Along with the direction & tools to obtain additional market share. Supervising the personnel that report to this position.

Responsibilities:

- Assist, direct, train and supervise, all team members with ads, shelf distribution, displays, wine lists/staff trainings, distribution goals, recap incentives, achieving company goals.
- Build relationships with all key account personnel, through planned visits as well as planned and structured entertainment activities.
- Adhere to customer visitation frequency. OFFP above \$80,000 twice per month. Below \$79,999- minimum once a month-can be coordinated with Rep's ride along.

- Adhere to customer visitation frequency. Can be coordinated with Rep's ride along.
- Within a calendar year must ride with each Rep, covering his/her complete sales route. Evaluating work performance, time management and relationships. Recaps must be submitted to Director of Sale within two weeks of visit.
- Maintain up to date calendar showing support rep schedule, market visits, ride along, vacations, District functions/events. Anniversary employee dates. Route updates from ALL team members done quarterly.
- Verbal/written disciplinary or recommendations must be communicated to District Manager and copied to human resources. All pertinent documentation must be kept in employees file, possession of Human Resources, and submitted to permanent files per guidelines.
- To lead in the recruitment, selection, hiring, training, evaluation, disciplining, and termination of personnel responsible for.
- Achieving sales and budget goals for designated Team/District along with associated promotions.
- Ensures Saratoga Liquor customer service standards are maintained.
- Provide direction, monitoring for collection of accounts receivable by sales staff to ensure they remain within company standards. Monitor credits to be used within 60 days.
- Enforce employee adherence to company policies and programs, where appropriate.
- Maintain an awareness of Business/District related trends, advances, improvements. Forward competitive information, price books, and ads to Marketing.
- Perform and monitor effective marketing/shelf surveys to ensure supplier goals /standards are achieved. To assure customer satisfaction/relationships are maintained and opportunities for market expansion are identified and taken advantage of.
- Adhere to company policy regarding company credit cards. All Concur Expenses are to be turned into Director of Sales at the beginning of the month.
- Conduct minimum four agenda meetings throughout the year. Calendar set ups sent to Director of Sales.
- All monthly reports, recaps, event sheets, supplier trackers, supplier distribution sheets, to be sent in within their designated time frame.
- Attend all Saratoga Company functions within reason.
- Learn Pocket Advantage and Infuzion and EIS to effectively manage and report to sales team and DOS.

Principle Duties:

- Supervise District Sales Team. Growing designated market share to company goals. Maintaining a Sales force of integrity, strength and knowledge.
- Provide all incentive recap, priority display attachment, shelf standards, and pertinent information to achieve goals to sales team within sixteen days before actual month.
- Assist the Director of Sales in planning and conducting market drives.
- Participate in supplier surveys related to District. Assist with routine sales meetings in conjunction with Director of Sales.
- Must complete Gallo Wine and Spirits training within the first two years of employment.
- Evaluate all Team members on a yearly basis for possible performance pay increase. All documentation must be forwarded to DOS. Any performance pay increases must be cleared through the Director of Sales.
- Perform additional duties as requested by Director of Sales, COO and ownership.
- Assist in evaluating and defining sales routes to minimize delivery delays maximize client interface and sales opportunities

Standards of Performance:

The District Manager will be deemed to be performing in a satisfactory manner when:

- Sales, market and budget goals are met, or are in line with market and company trends
- Performance evaluations are performed at least annually for all personnel reporting to this position.
- Sales staff maintains an acceptable collection ratio for accounts receivable.
- Customer complaints are promptly and satisfactorily resolved.
- Guidelines above are followed and adhered too.

Acknowledgment:

I have reviewed and understand the above position description and believe it to be accurate and complete. I also understand and agree that the company retains the right to change this job description at any time, to keep it representative of this functional position.

District Manager

Date

Director of Sales

Date

CC: Personnel File
Human Resource