

Account Sales Representative

Position Summary:

The primary responsibility of the Sales Associate is to help increase supermarket and liquor store sales by providing point-of-purchase and shelf management services which include stocking shelves, building displays, and rotating product.

To perform these duties requires a moderate level of judgment, decision making and knowledge of company product, policy and procedures, enabling the position holder to work independently.

Responsibilities:

- Drive personal vehicles to service accounts in a designated area.
- Service customer accounts in a professional manner.
- Maintain customer relationships by visiting store managers, department managers, and employees.
- Maintain inventory by restocking shelves with product from inventory.
- Rotate stock in accordance with supplier freshness standards and company guidelines. Fill and rotate coolers as needed.
- Build pleasing and proper displays, ensuring every product is displayed in a neat and orderly fashion. Use point of sale when appropriate.
- Helps sales representatives with special requests by cutting product into shelves or building displays/endcaps.
- Communicate with the Sales Associate Supervisor on customer questions and/or issues via cell phone or email.
- Updates job knowledge by participating in educational opportunities; reading professional publications, maintaining personal networks, attending sales meetings.
- Fills out route/schedule paperwork daily in accordance with company policies.
- Make regular sales calls to on-premise customers to cultivate customer relations and satisfaction with the service provided.
- Achieve assigned monthly quotas and placement objectives.
- Analyze the total territory and each account to determine the priority selling and promotional opportunities.
- Participate in sales meetings, on-site training, and winery/distillery tours to remain educated in company policy and industry trends/developments.

Minimum Qualifications

- High School Diploma or GED required and one year of relevant experience
- Ability to maintain a valid and current driver's license

Physical Demands

- Physical demands with activity or condition for a considerable amount of time may include sitting and typing/keyboarding using a computer (e.g., keyboard, mouse, and monitor) or mobile device
- Physical demands with activity or condition may include walking, bending, reaching, standing, squatting, and stooping
- Physical demands with activity or condition for a considerable amount of time include driving throughout the day with segments up to 2 hours
- May require lifting/lowering, pushing, carrying, or pulling up to 56lbs

Knowledge, Skills and Abilities:

- Ability to communicate effectively verbally and in writing
- Goal-oriented, focused, and assertive
- Ability to persuade and influence others
- Strong informal and formal presentation skills
- Intermediate computer skills are required including MS Office
- Attention to detail
- Demonstrated ability to persevere and be adaptable
- Strong time and project management skills
- Adaptability and ability to assist a variety of internal customer groups and varying personality types on a daily basis; ability to work with challenging customers internally & externally
- Good organizational skills and the ability to prioritize a varied workload
- Ability to follow oral and written instructions
- Proven customer service skills and the ability to develop and grow strong customer relationships
- Wants to work hard while having fun
- Captivating storytelling skills
- Able to apply product knowledge to build custom beverage menus to meet customer and supplier needs and support business profitability goals
- Consulting Skills

What We Value

- Intermediate computer skills
- Must be able to work well independently and in the context of team environments
- Advanced verbal and written communication skills
- Ability to influence and persuade in order to achieve desired outcomes
- Provide high level of customer service to ensure accounts are satisfied
- Ability to handle difficult situations and provide solutions
- Advanced organizational and time management skills to meet deadlines
- Intermediate knowledge of the wine and spirit industry and the dynamics of the specific market area the position covers