



## Full Job Description

Sales Representative: Key Account & Out of State Development: The purpose of this position is to increase Noon Whistle Brewing's sales by building strong relationships with our distributor partners and key accounts, assisting in educating their staff and customers about our beers and culture. To increase brand presence, promote and foster brand loyalty and ensure product quality through key account calls.

### Essential Duties and Responsibilities:

- Establish regular contact and build relationships with key decision makers at key accounts.
- Develop and execute a business plan to grow the assigned market/territory.
- Build & execute Weekly, Monthly, Quarterly Plans to achieve annual market goals.
- Develop and maintain strategic relationships with key retailers and distributor personnel.
- Sell new and expanded distribution of Noon Whistle's brands to multi-unit, regional and franchise chain accounts.
- Develop, sell, and implement custom created promotional programs to listed off-premise accounts.
- Communicate sales results to Noon Whistle's field sales and distributor networks to ensure execution of retail plans and promotions.
- Sell against national/regional priorities and leverage retail promotions including customized regional programs to deliver sales and distribution plans in assigned account base.
- Know, understand and be able to present all Supplier retail programs available.
- Establish an action plan prior to visiting market, utilizing distribution partner's sales reps, VIP information and appropriate collateral/sales materials.
- Assist all distributor partners in promoting sales of the products, beer launches, seasonal and brewery initiatives, helping build consumer acceptance of the products.
- Manage distributor partner activity in conjunction with field sales reps when applicable, including, but not limited to, inventory management and forecasting, program development and implementation, monthly and quarterly sales meetings, and promotional calendar development and execution.
- Conduct promotions at bars and restaurants, samplings at retail stores and brewery visits for retailer.
- Manage each event from beginning to end, in terms of support, POS, manpower, etc. ensuring Noon Whistle Brewing has the best possible image to the consumer.
- Improve brand position, shelf space, and display activity in assigned account base.
- Perform ongoing quality control of beer outside of brewery.
- Ability and willingness to maintain flexible work schedules. Some travel, weekend and extended workdays are necessary.
- Identify non-buy accounts and develop a plan to establish new business in these accounts.
- Complete and submit weekly and monthly market visit recaps and reports, quarterly goals and expense reports.
- Attend all sales team meetings, as requested.

Additional duties may be assigned as necessary.



## Job Qualifications

### Knowledge, Skills and Abilities:

- Demonstrated ability to build relationships and maintain effective working relationships with distributors, top level account decision makers, and all internal stakeholders.
- Demonstrated knowledge of Microsoft Office programs.
- Ability to work independently with little supervision – self-motivated.
- High level of craft beer product knowledge.
- Excellent oral, analytical, written, and group presentation communication skills.
- Strong organizational & planning skills.
- Must possess a valid driver's license

### Education and/or Experience:

- Bachelor's degree preferred.
- 2-3+ years of industry experience selling in the craft beer market is a must.
- Successful experience managing beer distributors.
- Strong level of knowledge of beer and brewing process.
- Proficient in computer technology, including but not limited to excel, Microsoft office, data entry and organization.
- Experience working with VIP is preferred.

### Physical Demands:

- Performance duties of this job include regularly being required to sit, stand, walk, use hands to finger, handle or feel objects, tools, or controls; talk, hear, and smell.
- Ability to frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 55+ lbs.
- Ability to frequently reach with hands and arms and stoop, kneel, crouch, crawl and climb.
- Must be able to participate in critical assessment of beers.
- The ability to drive a motor vehicle to and from accounts continuously.
- The ability to travel via car or airplane on a regular basis.

### Opportunities & Perks

Opportunity to be an integral part of a rapidly growing company working in a fast-paced and challenging environment. NWBco offers some great perks including competitive pay, medical benefits, 401k with match, great co-workers, a friendly environment, and, of course, amazing beer benefits!

Send Resumes to: [info@noonwhistlebrewing.com](mailto:info@noonwhistlebrewing.com)

*We're an equal opportunity employer and client seeking diversity in our workforce. We invite qualified candidates from all backgrounds, race, color, religion, sex, sexual orientation, national origin, gender identity, age, disability, veteran status, or any other characteristic. We take pride in celebrating our unique brew. EOE Minorities/Females/Protected Veterans/Disabled.*