



Bay Area Beverage Company

TITLE:	General Market Sales Representative
DEPARTMENT:	Sales
REPORTS TO:	District Manger
LOCATION:	East Bay
BENEFITS:	Yes
STATUS:	Full-time, Nonexempt

Position summary:

In your role as General Market Sales Representative you are primarily responsible for increasing Bay Area Beverage's brands presence, visibility and sales within a selected group of General Market accounts by managing customer relationships, maintaining proper inventory levels and writing great sales orders.

You are often the first point of contact for our customers, and as a brand ambassador representing Bay Area Beverage and our portfolio of extraordinary brands, you demonstrate a polished, capable and professional image at all times while delivering great customer service every day.

In your role as General Market Sales Representative, you

- develop and maintain positive working relationships with all account staff within brand specific target accounts
- plan and conduct regular sales calls to your assigned accounts
- increase Bay Area Beverage brands presence and visibility within off-premise accounts by increasing shelf allocation and features while expanding the distribution of new and existing brands
- ensure accounts are merchandised with corresponding and newest Point Of Sale materials as needed (banners, promotional mirrors, posters, etc)
- Increase sales in general market accounts by selling in new package and draft distribution supported by current brand specific POS, drink specials and promotions
- maintain company quality control standards through the regular rotation of our brands, ensuring that our products are fresh and available
- manage accurate inventory levels to minimize out-of-stock and out-of-code issues
- manage product breakage return
- keep District Manager informed of market conditions, refused displays and other customer issues
- participate in local sales meetings
- work flexible hours which might include early morning (i.e. 6:00 a.m. start times), evenings, and/or weekends

To qualify for this position, you

- hold a Bachelor's degree or high school degree combined with some college coursework and a minimum of two years on premise beverage sales experience
- Merchandiser/Route Sales Experience a plus
- Restaurant/Bartending/Hospitality skills a plus
- have a track record for developing and maintaining positive and effective working relationships with accounts while influencing key decision-makers
- are able and willing to maintain a flexible work schedule, as occasional weekend and /or extended workdays may be necessary,
- possess good computer skills especially Microsoft Office, including Excel and Power Point
- have a valid California driver license, current auto insurance and a sparkling DMV record
- are at least 21 years old
- have reliable transportation to drive between assigned accounts

Desired traits that define our General Market Sales Team Members include

- being able to work and thrive independently all the while participating in a winning team environment
- positive energy, self-starters with an enthusiastic Can-Do attitude
- superb interpersonal skills
- a commitment to Excellence in Customer Service,
- strong oral, presentation and written communication skills
- thorough, detail-oriented organizational and planning skills

Physical requirements for this position include

- being able to lift, push and/or pull 35lbs. on a regular basis
- being able to push, pull and manipulate 165lbs. on a regular basis
- stooping, bending at the waist, crouching and reaching throughout the day