

Metro Area On-Premises Sales Representative Job Description

JOB TITLE: Metro Area On-Premises Sales Representative

PRIMARY LOCATION: Fulton Brewery/2540 2nd St NE, MPLS MN

REPORTS TO: National Sales Director

FLSA POSITION TYPE: Full-Time, Salaried

SHIFT: N/A

EXTERNAL POSTING DATES: N/A

POSITION SUMMARY:

As Fulton's Metro Area On-Premises Sales representative you will be working closely with Corey Shovein to effectively grow Fulton's retail presence and sales throughout the Twin Cities area, at the on-premises level.

ESSENTIAL DUTIES

Go out and do what you love, be creative, solve problems for customers, and tie it to the purchase of Fulton. Represent Fulton and its Core Values everyday.

Accountable Numbers

1. 35 account visits per week
2. 3 Impactful Events per Month
3. Send accurate and timely Karma Recap Report weekly

OTHER RESPONSIBILITIES:

On-Premise Accounts

- Developing and maintaining strong working partnerships with accounts, at all customer levels.
- Merchandising all Fulton brands to the highest levels, using all tools available.
- Monitor and execute quarterly surveys, including: collecting relevant sales information, preparing reports and communicating learned information to internal teams.
- Effectively planning sales efforts to ensure a targeted ROI.
- Introducing and gaining distribution of new Fulton products and continuing the sales of existing products.

- Communicating brand opportunities, issues and market information via written, verbal and electronic means.
- Monitoring of beer inventory at account level to ensure product is as fresh as possible.
- Conducting brand and sensory training, including when appropriate, events such as beer dinners, pairings, festivals.
- Presenting the entire Fulton portfolio with a goal of driving tangible results of all company and team initiatives within assigned territory.
- Developing sales opportunities, including utilizing data from Fulton's VIP software and other companies' provided sales/CRM software.
- Performing administrative tasks, including but not limited to: expense reporting, monthly route planning, establishing distribution targets and conducting price surveys.

Wholesale Partners

- Working directly with and maintaining constant communication with all wholesale partners within assigned territory.
- Presenting information tailored to wholesale partners including brand meetings, monthly reporting, and incentives.

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

MATERIALS/MACHINES/EQUIPMENT USED:

- Portable Draft Equipment
- Cleaning agents and other hazardous chemicals
- Company vehicles
- Desktop computer including an understanding of Google Suite, Microsoft Office Suite, VIP and KARMA software.

IMPORTANT SKILLS AND ABILITIES:

- Must be 21 years of age or older at the time of application.
- Valid Minnesota Driver's License
- Self-motivated and able to work independently.
- Strong interpersonal skills and a love for meeting and interacting with people.
- Thorough attention to detail and desire to take initiative.
- The ability to work independently with minimal direct supervision in a collaborative and dynamic environment, while efficiently prioritizing tasks.
- The ability to work with others to accomplish common goals.
- The ability to work flexible hours.
- Must adhere to company's policies and procedures.

- The desire to work in a fast-paced, growing company.
- Courteous, professional and polished demeanor.
- Maintaining a professional image and demeanor at all times.

PHYSICAL REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Able to sit, stand, walk, or be on your feet for prolonged periods.
- Able to read and follow written English instructions.
- Able to regularly twist, turn, kneel, climb, stoop, bend, crawl, lift and carry supplies and equipment weighing up to 55 pounds using appropriate techniques and tools.
- Able to maneuver packages of any weight above 180 pounds with appropriate equipment and/or assistance.
- Able to comply with and enforce all health, safety, and personal hygiene policies and standards.