



Metro Area Off Premise Sales Representative Job Description

PRIMARY LOCATION: Hohenstein's Territory
REPORTS TO: Corey Shovein
POSITION TYPE: Full-Time, Salary
EXTERNAL POSTING DATES: n/a

POSITION SUMMARY:

As Fulton's Metro Area Off-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 off-premises level. Clear and timely communication with the wholesaler is the key to success at the account level. The business can start with you, but must be followed through and finished by the wholesaler. Representing Fulton's core values, executing on accountabilities and strong communication are the keys to success.

ACCOUNTABLE NUMBERS

- 25 off premise account visits per week
- 4 impactful tastings per month
- 4 shelf position changes in the cold box per month
- 5 new placements per month
- Send accurate and timely Karma report to wholesaler weekly

Essential Duties and Responsibilities

The workload of this position on any given day will flow between off premise accounts, Fulton sales representative and distributor sales representative. Communication is the key to success in hitting your accountable numbers each week.

- Developing and maintaining strong working partnerships with accounts, at all customer levels.
- Merchandising all Fulton brands to the highest levels, using all tools and point of sale 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.
- 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.
- Budget Management: Must stay within all allocated budgets:

Wholesale Partners

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

IMPORTANT SKILLS AND Abilities:

Fulton's Off Premise Sales Representative must possess:

- 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 with minimal direct supervision in a collaborative and dynamic environment, while efficiently prioritizing tasks
- Desktop computer including an understanding of Google Suite, Microsoft Office Suite, VIP and KARMA software.
- A love of craft beer.
- Adheres to and advances Fulton's core values and safety culture.
- Able to pass a post-offer, pre-employment background check.
- Highly organized with extreme attention to detail
- Strong interpersonal skills and a love for meeting and interacting with people.
- Must adhere to company's policies and procedures.
- The desire to work in a fast-paced, growing company.
- Courteous, professional and polished demeanor.
- Able to comply with and enforce all health, safety, and personal hygiene policies and standards.

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.