



Job Title: Sales Representative

Reports to: Caroline Slye

SUMMARY

Sell and service accounts as assigned

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Consistently, reliably make account calls
- Take and place orders in a timely, error-proof fashion
- Introduce new products; inform accounts of price changes
- Manage accounts receivable; coordinate collections (excepting extreme circumstances)
- Open new accounts as needed
- Conduct staff trainings and seminars
- Manage territory dollar sales and core brand goals
- Manage unsalable merchandise, samples
- Coordinate and schedule supplier 'ride-with' days to maximize effectiveness
- Be(come) aware of competition, territory trends, adjustments within accounts
- Manage various reports pertaining to incentives, reserves, goals
- Obtain dollar, case, and other goals as assigned

ADDITIONAL RESPONSIBILITIES

- Complete follow up tasks with persistence and consistency (route log w/tracking)
- Minimum twice-a-week 'after hours' presence in accounts
- Become informed of new account activity, buyer shifts, opportunities (transcending territory as well)
- Work to capture majority portion of wine lists and store sets; earn 'self-inventory/order' level of trust in key accounts, coordinate wine events involving both on and off
- Work to improve education and knowledge on all aspects of fine wine & spirits and adjuncts
- Respond to email and voice mails in a timely fashion
- Interface with account specialist as appropriate

USEFUL SKILLS AND EXPERIENCE

- Familiarity with restaurant inventorying, ordering, and stocking patterns
- Comfort with various markup schedules; ability to conduct 'consultant-level' discussions of same
- Advanced proficiency with determining opportunity by observation, informal interview of buyer
- Proficiency with essential computer software (Word, Excel) to generate proposals, staff trainings, etc.
- Demonstrated presentation, communication, interpersonal skills required of personnel so classified.
- All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

COMPENSATION

Competitive commission based on experience and ability. Excellent growth potential. Participation in company-sponsored benefits program upon meeting eligibility requirements.

CLASSIC BEVERAGE COMPANY MISSION STATEMENT:

Classic Beverage Company is a niche marketer dedicated to distributing quality wines from around the world to the premier accounts in Colorado. We strive to conduct ourselves with the highest degree of professionalism, integrity and ethics, which upholds the dignity of our customers, suppliers and employees.