



**Position: Market Sales Manager**

**Company Summary**

RPC Brands is a Dynamic Wine and Spirits Portfolio that focuses on growth categories and price segments within the adult beverage industry. Our mission is to lead the sales process and development of our brands through our innovative Sales Platform. We strive to not only develop our business, but also our incredible foundations that we contribute to.

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**Position Summary**

The role is responsible for building relationships and developing business in a sub-set of accounts, while remaining opportunistic in the General Market. This role will be calling on accounts on a daily and weekly basis, with the main objective to deliver against Key Performance Indicators. Create new placements, increase velocity in existing placements and foster new relationships with new accounts.

**Customer Facing (85% of time)**

**Market Execution (75%):**

- Daily Weekly account Visits to gain new distribution, ensure our shelf placement is appropriate and to generate Sales
- Managing the alignment of execution with distributor counterparts
- Communication and Follow up to both Customer as well as Distributor
- For large regional accounts, participant in key buyer meetings and business review
- Participant in key survey periods around periods to win (i.e. Easter, 4<sup>th</sup> of July, Thanksgiving, and Winter holidays)
- Participant in key blitz or focus periods and ensures accountability of objectives.
- Field Execution of key sponsorships and trade promotions
- Field Execution of training, wine dinners, promo events, customer training, etc.

**Communication/Feedback loop (10% of time)**

- Participant on weekly/bi-weekly team calls
- Participation in key marketing/trade/commercial planning feedback
- Chatter feedback to marketing based on best in class execution and key competitive items or promotions

- In bi-weekly 1 on 1 with manager, communicates upwards any best practices or challenges around national strategy

**Distributor Engagement (15%):**

- Sales leadership with distributors and markets in sales region
- Helps facilitate the relationship with Sales Reps and District Managers that influence the Accounts within your universe.
- Host Monthly Happy Hours with Local Teams to Build Brand Awareness and Develop Relationships
- Attend and Lead Presentations at Distributor General Sales Meetings
- Be the Voice for RPC Brands and for the Distributor operating in your immediate area

**Minimum Qualifications:**

- Passion for People and Building Relationships
- Minimum 2 Years of Sales Experience
- Familiarity with the market and key accounts
- Demonstrated ability in customer management within specific territory
- Solid understanding of the three-tier distribution system
- Excellent communication skills articulate with strong public speaking ability / experience and excellent writing skills. Ability to persuade and influence.
- Solid Microsoft Office Skills

**Physical Requirements/Work Environment**

- Must be able to move up to 55 lbs
- Must be able to stand for extended periods of time
- Must have a valid driver's license and be able to drive a car and travel via plane/train as needed.
- Must be at least 21 years of age.