

# Victory Brewing Company

## Job Description

### Job Title

Sales Representative

### Job Summary

The candidate's mission is to manage the business of Victory Brewing Company wholesale partner within a specific territory. Including the business development of each wholesaler including market specific work targeted in increased distribution and sales. Gain an intimate and working knowledge of each wholesale partner's organization including an open relationship with all members of the management and sales team. Represent the Victory Brewing Company in the retail trade as the first point of contact from the brewery. This position reports directly to the Director of Sales while maintaining an open working relationship with all levels of the Victory Team.

### Key Responsibilities

- Work with each wholesaler on a monthly basis concentrating on
  - Increased package distribution off and on Premise
  - Increase draft presence in each market
- Team sell days with sales reps/team leaders in each wholesaler
- Execute and develop a promotional calendar geared towards building sales and distribution
- Develop key customers in each territory and attain a proprietary relationship with said retailers to gain sales and distribution.
- Plan and execute promotion events with key retailers that may occur any day of the week.
- Keep a weekly/bi weekly planner of goals and account calls within each wholesale territory.
- Forecast seasonal brand execution and track results.
- Completely understand and embrace the Victory brands and culture and deliver our mission to the wholesale and retail customer.