

# Technical Sales Representative

## Responsibilities

The technical sales representative will have a wide range of responsibilities, which reflects a high level of technical knowledge and sales expertise.

- Generate new business for the brewery  
Ability to deal with distributors and retailers on a regular basis, using your expertise to promote the brewery's products and drive sales.
- Manage a list of key accounts and forecast growth  
Estimate the level of production that is required to meet demand. Manage a list of key account holders and forecast their requirements.
- Grow relationships with distributors and retailers  
Ability to build friendly relationships with customers at the distribution and retailer levels.
- Work in conjunction with the brewing team on product creation  
Strong understanding of the beer market to inform the brewery's brewing staff on the current trends, popular products and effective marketing strategies to ensure the brewery can create new products to meet that demand and market products effectively.
- Perform product demonstrations  
Give product demonstrations that encourage customers to purchase the brewery's products.
- Give sales presentations  
Ability to convey the information about the market, sales figures and other technical matters to the management of the brewery and/or customers.
- Collaborate with other staff within the brewery to achieve company goals  
Work with brewers, production line staff, delivery managers, marketing staff and many other personnel around the brewery.
- Work with customers to understand how the business can be improved  
By working closely with customers, gain a deep understanding of how the brewery is succeeding and failing in the market. Develop a clear picture of what changes need to be made at the brewery and will be able to communicate those important ideas with management.

- Provide technical support to customers  
Ensure customers are well supported. Ability to manage delivery issues, problems with product quality or sudden spikes in demand.
- Promote product innovations by the brewery  
Support the new products that a brewery produces and market them successfully to customers.
- Research and engage strategic accounts  
Find new sales opportunities and develop new accounts in new and existing markets.

### **Education**

- HS Diploma or GED preferred or equivalent industry experience

### **Work Experience**

- Brewing experience preferably at a high level
- Sales and marketing experience (ideal)
- Experience providing customer support

### **Key Skills**

- Very strong knowledge of the beer industry, beers and beer making
- Excellent written and verbal communication skills
- Negotiation skills
- Sales prospecting skills
- Customer support skills
- Computer skills and time management skills
- A passion for beer and the beer industry
- Enthusiasm about brewing and the ability to motivate or excite customers about beer
- Self-motivated
- Analytical, with a high level of attention to detail
- The ability to work in highly pressured and fast paced environments
- Ability to lift heavy objects
- Ability to perform deliveries