



Regional Sales Manager – Southwest (Texas, Colorado, Oklahoma, New Mexico)

POSITION SUMMARY:

This position is responsible for increasing the brand visibility and growth of the company across the Southwest region in the US. The successful candidate will truly live and breathe the brand and will be the champion and face of the brand in the market. Responsible for ensuring delivery of annual goals across the entire Southwest region by working with and through Distributor partner(s). Build, manage and maintain top level Distributor Management relationships. Oversee pricing strategies, depletions, shipment budget, volume, and Sales A&P. Responsible for profitability, growth, and direction of the brands. Maintain customer contact at management level for input. Represent company in community and industry. Accountable for the implementation of all sales policies, plans and procedures for the Southwest region.

PRIMARY JOB SKILLS/RESPONSIBILITIES:

- Deliver Sales Volume, Revenue, Account Sold Quotas.
- Manage distributors on a day-to-day basis, ensure adherence to our brand policies and distribution objectives are achieved and promotional activity is taking place.
- Be visible at the distributor office, meet with sales representatives and management to ensure share of mind. Train distributor salespeople, observe competitive market activity and evaluate distributor execution against our initiatives.
- Make On-Premise the cornerstone and foundation of our market entry and the brand consumer interaction strategy. This is done by excellent tactical execution of menu placements, mixology training, and promotions. Meet with key on-and off-premise accounts to develop strong working relationships. Includes regional account calls.
- Lead Annual customer planning: Work closely with retail account to align with customer initiatives. Prioritize initiatives and gain division sales buy-in to maximize implementation. Design and secure organization support for annual business plan for designated regional accounts to include:
 - Tactical promotional plan. Frequency & depth of feature activity
 - Analysis of prior key promotional activity to drive specific customer programming
 - Lead Off-Premise account planning process to completion
 - Lead Off- Premise promotional initiatives. Determine if level of investment is consistent with level of results. Develop clearly defined targets to be obtained.
- Align with key local events and participate where the opportunity fits our strategy, including execution of national initiatives in your local market. Undertake tasting and presentations to members of the trade and consumers and create/attend special promotions
- Have a "do whatever it takes" attitude to maximize brand exposure and build a new brand in an untouched market from the ground up
- Develop metrics to establish and track Sales, distribution, and merchandising execution for all brands
- Coordinates efforts in market of Regional Retail and On-Premise field execution
- Demonstrate the ability to understand, measure, monitor and effect:
 - Active Points of Distribution
 - Price management
 - Channel/Account Management
- Execute against priorities and national calendar. Create and manage sales budget program (volume, D&R, sales A&P, overheads):
 - Set annual/quarterly sales budget assumptions/goals
 - Develop tactical pricing on all products
- Maintain excellent organization skills, multi-tasking, and project management skills required, including the ability to manage multiple competing priorities.
- Have a strong presence in the nightlife 2-3 nights per week.
- Manage large promotions to events where there is an event where we choose to activate brands.
- As a Regional Sales Manager and representative of the brand living within the state/region, other responsibilities and duties may arise, especially as the brand continues to grow.