



Castle Danger Brewing Co.

17 – 7th Street
Two Harbors, MN 55616
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jobs@castledangerbrewery.com

JOB DESCRIPTION

POSITION: Sales Manager

PURPOSE

The Sales Manager is responsible for developing and implementing comprehensive sales plans, as well as training efforts of the Brewery Reps that promote sales growth, territory strength, customer satisfaction, brand loyalty, and overall market share. This position will work closely with the company's ownership and play an instrumental role on the Leadership Team.

DUTIES

Sales Execution

- Lead point of contact with each distribution partner
- Cooperatively work with distributor brand managers to:
 - create annual distributor business plans including volume, distribution, marketing, promotions, sales programs, and execution
 - develop forecasts and manage inventory
 - determine and manage POS budgets
- Ensure compliance to CDB brand quality control standards in both on and off premise markets
- Conduct recurring meetings (at least quarterly) with each distributor to review performance against goals, discuss marketing programs and plan for ongoing execution
- Work with the key retail customers in the market to develop relationships, build brand presence and sales in assigned channels, and achieve volume objectives, financial commitments and merchandising targets
- Serve as a liaison for CDB 's marketing department, distributors' sales and marketing teams, and the retail marketplace
- Participate in necessary trade events (industry, retail and/or consumer) such as wholesaler conferences, trade shows, events, etc.

Staff development and coaching of Brewery Reps

- Develop monthly, quarterly and annual placement strategies to achieve sales goals
- Perform regular "ride withs" to observe, mentor, train, and develop sales skills; provide ongoing feedback and conduct annual performance reviews
- Work with Reps to aggressively pursue new draft distribution, increase velocity per outlet, improve impact and placement of point of sale tools
- Ensure staff have adequate technical, street team, and POS support

Active member of leadership team

- Contribute to ongoing development and execution of CDB's strategic plan
- Emulate CDB's core values and purpose
- Participate in periodic leadership meetings

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- Provide sales performance metrics and forecasting by market to the rest of the team
- Work collaboratively with operations on the beer calendar/portfolio
- Other duties as assigned

REQUIREMENTS

- 21 years of age or older
- Six or more years sales management experience required; or equivalent combination of experience and education
- Established background in beverage sales, distribution, and marketing or equivalent experience in a related field. Understanding of sales channels with wholesale, retail, and consumer customers is crucial.
- Experience with and knowledge of the brewing industry sales and distribution trends. Beverage and/or brewing industry experience preferred. Craft brewing industry experience strongly preferred
- Knowledge of state, federal regulations and franchise laws, US beer business 3 tiered system and practices
- Exceptional organizational skills, multi-platform communication skills, and team leadership are a must. Ability to move between managing others and performing daily sales duties
- Strong interpersonal skills and the ability to work with a variety of people
- Proficient with computer applications such as/similar to Word, Excel and Power Point
- Ability to work proficiently in KARMA/VIP software applications to identify opportunities and gain business insights
- Passion, drive, commitment, and creative problem solving
- Excellent presentation skills including the ability to conduct creative and informative presentations for wholesalers and retailers
- Excellent business analytical skills and negotiating skills
- People management experience including developing talent and motivational skills

PHYSICAL REQUIREMENTS

- Ability to occasionally lift up to 170 lbs
- Ability to travel by car throughout the state of MN and beyond as distribution grows

EDUCATION

- Bachelor's degree in business, sales/marketing or other related field strongly preferred

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