



District Sales Manager

Job Description

Department: Sales

Reports To: Zone Manager

Summary: Key position that serves as main point of contact at the local level for our Distributors and Key Retailers. The District Manager position helps develop annual plans, under direction of the Zone Manager, aimed at driving attainment of D.G. Yuengling annual Company and Zone Business Objectives. Accountable for the Implementation of approved business plans and tactics in assigned Territory. Responsible for the communication, implementation and execution, at wholesale and retail levels, for agreed upon programs to achieve sales, distribution, promotional and merchandising Objectives.

Key Job Functions:

1) Wholesaler Management & Planning

- Maintain regular call frequency with wholesalers as assigned by Zone Manager.
- Develops local market plans to meet sales objectives drive by Zone Manager
- Drives support of Yuengling Objectives with Distributor Management and Sales team for stated Yuengling sales objectives.
- Provides direction and support to assigned distributors, managing retail execution plans and activities for assigned markets.
- Ensures wholesalers maintain adequate product inventory levels and demonstrates proper inventory rotation within Yuengling guidelines
- Conduct trimester reviews against the Annual Business Plan. To include: Distribution progress, YTD sales volume, pricing benchmarks and price surveys, Execution opportunities, Competitive Activity, Top Retailer/Chain Volume trends and Co-op budget spending. Corrective action plans formulated if necessary.
- Ensures alignment with Company direction on Co-op Budget allocations as driven down by Director of Sales Strategy and Development, Region Directors, National Account Director and Zone Managers

2) Retail

- Maintain regular call frequency with assigned retail on/off call points and retail field sales managers as assigned by Zone Manager.
- 3-4 days per week targeted at retail monitoring, and driving improved execution against Key Objectives for Yuengling Portfolio and Brands
- Focus against modeling and improving execution of DGY Brands in top Volume Independent and Chain retail accounts.

3) Selling/Merchandising

- Identifies and develops programs for underperforming packages.
- Help develop annual distribution targets by brand/by package for all wholesalers to be submitted to Zone Manager.

- Create account target list by wholesaler for key packages in order to improve distribution and generate new business for the brewery.
- Submit distribution progress reports as assigned by Zone Manager.
- Reinforces DGY Company Distribution, Shelf set and Merchandising Standards as driven down from Region Directors and Zone Managers
- Manages and directs the local Sampling plan of DGY Portfolio of Brands through interaction with consumers and retailers at local retail samplings, retail work withs, Special Events, Trade Shows etc
- Establish annual point-of-sale budget with each wholesaler to be approved by Zone Manager.
- Monitor trimester wholesaler point-of-sale spend vs. budget
- Manages and supervises the allocation of all point-of-sale materials with assigned Distributors
- Identify and ensure Distributor support material is adequately maintained on a monthly basis.
- Engage point-of-sale commitments and encourage merchandising efforts while in retail trade.
- Regularly assembles and positions point-of-sale in Key Zones when at retail

4) Communication

- Conducts sales meeting Presentations with regular frequency to assigned Distributor sales team as outlined in direction and in accordance with specifics driven down by Zone Manager and Region Director.
- Conducts regular planning meetings with assigned Distributor sales management team in accordance with direction and specifics of Company Sales Objectives driven down by Zone Manager and Region Director.
- Communicates clearly internally, both in written and verbal formats, to all key cross functional teams starting with the National and Regional Chain Account Managers and also including Marketing, and Brewery Operations teams
- Disciplined focus on providing written recaps of all meetings, retail days, progress against Objectives, Co-Op budget balances and any other Business or Execution opportunities in the Market. “If its not documented, it didn’t happen”.

Other Duties and Responsibilities:

Budget Responsibilities

- Responsibly manages annual co-op budgets with distributors in compliance with all Yuengling policies and procedures – Move this to first section
- Responsibly manages annual Travel and Expense Budget in compliance with D.G. Yuengling Travel and Expense Policy Guidelines
- Treats all DGY Company resources in a very responsible manner that would be representative of how you would treat your own.

Pricing Responsibilities

- Accurate records of current market pricing for DGY products and competition must be maintained and updated along with an updated wholesaler file of current Yuengling price to retailer by package.
- Communicate current pricing information to Mgmt & DGY Pricing Manager
- Conduct price surveys with each Distributor or specified Chain/Channel of trade. Compare Yuengling package pricing vs. defined competitive set. Survey provided by D.G. Yuengling Pricing Manager and timelines specified by Zone Mgr or Region Director

- Work with Management & DGY Pricing Manager to initiate corrective action to improve Yuengling pricing in all on and off premise accounts.

“Other” Responsibilities

- Initiate interaction with consumers and retailers that may have a quality control issue
- Perform basic troubleshooting and corrective actions on Draft beer systems
- Manage distributor bill back process to ensure alignment with Company policies and that are bills are being processed on a monthly basis for distributor partners

Essential Requirements:

1. Desire to build knowledge and skills.
2. Strong oral and written communication skills. Must be able to speak clearly and persuasively in positive or negative situations; good listening skills; and strong group presentation skills.
3. Understanding of, and ability to perform basic trade math as a part of doing business in a “fact based” selling culture
4. Ability to prioritize and plans work activities; attentive to details; effective time management; sets goals and objectives.
5. Follows instructions, responds appropriately to management direction; self starter.
6. Takes independent actions and calculated risks.
7. Displays creativity and original thinking.
8. Team player that is passionate about BEER
9. Valid driver’s license required with excellent driving record.
10. Highly self-motivated and ability to work both traditional business hours as well as non-traditional business hours including, at times, nights, weekends, and Holidays as required.
11. Must be available for overnight travel for crew drives, meetings, training and occasional weekend events or Distributor/Retailer entertainment
12. Must have solid computer knowledge and skills: Microsoft Word, Excel, Power Point as well as specific Applications such as VIP, Armadillo, and Apple apps designed for DGY business purposes
13. Must be able to lift, carry, push and/or pull up to 35 pounds.
14. May be asked to perform additional duties and responsibilities as requested, directed or assigned by Zone Manager or Region Director.

Required Education and/or Experience:

Bachelor’s Degree in Business Administration and/or minimum of 5 years equivalent job experience are necessary.