



**Posting Date:** August 9, 2017

**Position:** District Sales Manager, Retail & Key Accounts – IN

**Department:** Sales

**Reports To:** Zone Sales Manager, IN

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## **Job Description**

**Summary:** The District Manager – Retail/Key Accounts is a hybrid position focused against Retail Selling and Execution as well as serving as the primary contact for a specific list of retail chains or key accounts (+ associated regional/franchise groups) in an assigned territory. In addition, the District Manager – Retail/Key Accounts will be responsible for account specific activation which will be in coordination with the Yuengling Sales and Marketing Departments and the Zone Annual Plan. This position will work very closely with the District Managers within the assigned Zone and Key Distributor personnel such as the Yuengling Brand Manager, Sales Manager and Chain Teams. The District Manager – Retail/Key Accounts will also participate fully in the Annual and Trimester Planning process with distributor(s) in assigned territory within the Zone. This position reports directly to the Zone Manager in the respective Zone, or may report to a senior District Manager where applicable.

### **Key Job Functions:**

#### **1) Wholesaler Management & Planning**

- Drives support of Yuengling Objectives with Distributor Management and Sales team for stated Yuengling sales objectives.
- Participates and supports ZM/DM with Distributor trimester reviews against the Annual Business Plan. Prepares updates for assigned retail and Key Account objectives - distribution, YTD sales volume, pricing benchmarks/surveys, execution opportunities, competitive activity, top retailer/chain volume trends. Assists in developing Corrective action plans 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 frequency of Distributor Personnel “Ride Withs” to lead and coach on DGY Brand Standards, Retail and 3M strategies
- 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 Retail Standards in top Volume Independent and Chain retail accounts.

## **3) Selling/Merchandising**

- Identifies and develops Sales Solutions for underperforming packages
- Help develop annual distribution opportunities and goals by brand/by package for all wholesalers to be submitted to Zone Manager.
- Submits Sales, Feature, and distribution progress reports in accounts as directed and assigned by Zone Manager.
- Reinforces DGY Company Distribution, Shelf set and Merchandising Standards as driven down from Region Directors and Zone Managers
- Supports 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. (added this back in?)
- Engage point-of-sale commitments and encourage merchandising efforts while in retail trade.
- Regularly assembles and positions point-of-sale in Key Areas to drive consumer awareness when at retail

## **4) Communication**

- Participates in sales meeting presentations with ZM/DM in assigned Distributors
- Participates in planning meetings with assigned Distributor sales management teams 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”.
- Establish break through communication methods: face to face meetings with key stakeholders, emails that break through, meeting and retail recaps with clear concise follow up steps and action.

## **5) Account Management**

- Develop, implement, and manage individual Annual Business Plans for each retail headquarter call or Regional/Local key account call point. This would include, but is not limited to, volume and distribution objectives, space management and planning, investment/budget management, and management of all retail activation (execution and delivery).
- Perform the processes necessary to gain Yuengling Pkg authorizations & mandates, align pricing with our 3M & Elevation strategies, and grow volume within assigned off premise chains at headquarter or regional/local call points by driving our feature and ad strategies aligned to 3M.

- Responsible for coordinating efforts between assigned chain headquarters and regional /local offices as they pertain to local or regional sales execution of DGY programs.
- Plan quarterly marketing programs and brand priorities for Yuengling Sales and Wholesalers in assigned chains within assigned budgets.
- Develop administrative capabilities to measure pre- and post-program analysis, competitive and DGY distribution, and maintain a pricing and tap survey database for assigned chains, ensuring accountability to results from resources allocated to programming.

**Other Responsibilities and Job Functions:**

- a. Coach, mentor, and/or train DGY and Distributor sales personnel on our competitive position, retail strategies and execution of our plans in the key accounts or chains in their markets on an ongoing basis.
- b. Maintain records and provide a copy to management of all key account buyer and distributor presentations.
- c. Ensures Post Call Reports and Meeting Recaps are completed/distributed as necessary, and records kept on file at all times.
- d. Attend Trade Shows and Conventions professionally representing DGY culture and communicating effectively our plans and strategies
- e. Maintain and keep all information confidential.
- f. Responsibly manages annual Travel and Expense Budget in compliance with D.G. Yuengling Travel and Expense Policy Guidelines
- g. Treats all DGY Company resources in a very responsible manner that would be representative of how you would treat your own.

**Skills and Qualifications:**

- Requires excellent organizational and interpersonal skills, with a proven track record of building effective working relationships with customers and internal associates.
- Proficient in Microsoft Office programs such as Word, Excel and PowerPoint.
- Detailed oriented, with the ability to work independently or as a team.
- Requires strong communication and dynamic group presentation skills focused on Buyer/Retailer and Distributor
- Requires knowledge and understanding of the three tier system.
- Requires the ability to analyze statistical and syndicated data, and utilize data to formulate selling objectives and develop fact based sales presentations.

- Performs additional duties and responsibilities as requested, directed or assigned by management.
- Willingness to travel min 40% of time to make assigned account, distributor and retail calls as well as trade shows, conventions and DGY distributor meetings.

**Education and/or Experience:**

Bachelor's Degree preferred with a minimum of 2-3 years of experience in consumer products sales. Direct experience in the Malt Beverage Industry and/or calling on national/regional/local key accounts is highly preferred. Preferential treatment will be given to candidates who possess an expertise and passion for beer.