



Posting Date: December 30, 2019

Position: Key Account Representative, Schuylkill County

Department: Sales

Reports To: District Sales Manager

Summary: This position is the key DGY sales role focused nearly exclusively against selling and merchandising of the Yuengling Portfolio in assigned area of responsibility. Key functions are to implement and model the execution of DGY retail Standards, driving achievement against goals in approved Distributor Annual and Trimester business plans, and to communicate DGY's sales strategies to our key Retailers and street level sales reps from our Distributors. The role requires attaining and sustaining expertise in driving improved distribution, shelf space assortment, feature, merchandising and display activity for the Yuengling portfolio in assigned area of responsibility. To be successful in this role with DGY, individual must be poised, display business maturity, be a great communicator, a calculated risk taker, creative problem solver and be willing to go above and beyond to build great partnerships with key retailers and distributor sales teams.

Key Job Functions:

1) Retailer Engagement

- Maintain regular call frequency and communication with assigned retail on/off call points and distributor retail field sales reps as assigned by Zone/District Manager.
- Maintain daily call frequency of minimum 12 account calls from assigned area of responsibility.
- Focus on retailer and DGY opportunities by driving improved execution against Key Objectives for Yuengling Portfolio
- Model for Distributor reps the expected execution against DGY Retail Standards for portfolio of Brands in assigned Account Base of Independent & Chain accounts.
- Sell in new Yuengling distribution (draft and package), execute Yuengling displays, Merchandise shelf space/assortment, sell in price or promotion feature activity
- Conduct periodic price surveys within assigned retail account base. Compare Yuengling NR and Can pricing vs key competitors. Survey completed in Lilypad.
- When necessary engage with retailer to discuss alignment to Yuengling pricing strategies assigned accounts
- Builds long term, mutually beneficial partnerships for our retail customers by understanding the feature and benefits to the retailer of Yuengling's 3M (margin/mix/movement) Strategies.

- Documents each retailer call or meeting in Lilypad, clearly outlining any follow up or next steps

2) **Selling/Merchandising**

- Identifies and develops programs for underperforming packages in assigned area of responsibility
- Help develop and achieve annual distribution targets by brand/by package for all Distributors in assigned area of responsibility as submitted to, and approved by DGY District/Zone Manager.
- Engage point-of-sale commitments and encourage merchandising efforts while in retail trade.
- Maintains supply of table tents, shelf strips, case cards and other DGY Thematic POS in vehicle at all times for use at retail.
- Identify and ensure Distributor support material is adequately maintained on a monthly basis. Inform DGY District Mgr of POS out-of-stocks at Distributor or additional needs at retail
- Maintain active account target list for key packages in order to improve DGY distribution and uncover new business opportunities for our Brands.
- Submit Trimester distribution progress reports as assigned by District/Zone Manager.
- Reinforces DGY Company Distribution, Shelf set and Merchandising Standards as driven down from Region Directors and Zone Managers
- Sell in and manage local Retail Sampling events for DGY Portfolio of Brands
- Interact with consumers and retailers at local retail samplings, retail work withs, Special Events, Trade Shows etc
- Regularly assembles and positions point-of-sale in Key Zones when at retail

3) **Distributor Engagement**

- Develop and maintain a productive and committed relationship with Distributor Sales Managers, Yuengling Brand Managers, Distributor Sales Supervisors and Sales Reps to achieve selling objectives.
- Participate in Distributor general Sales Meeting presentations and be comfortable engaging and presenting in front of large and small groups
- Work with Distributor Sales personnel in area of responsibility to ensures retailers maintain adequate product inventory levels and demonstrates proper inventory rotation within Yuengling guidelines and Retail Standards.
- Work with Distributor Sales personnel to remove any out of code product from the market and reported to the Zone/District Manager.
- Conduct quarterly market reviews for Distributor reviewing current retail environment- Distribution progress, display penetration, and on premise feature executions will be reviewed against Annual Business Plan and DGY Retail Standards
- Develop with Distributor a corrective action plan against shortfalls to execution, distribution or Retail standards will be developed with District Manager when necessary.
- Work with Distributor Sales teams to maintain accurate records of current market pricing, including up to date records of competitive pricing in assigned area of responsibility.
- Documents clearly for Distributor any retail execution opportunities observed.

Education and/or Experience:

Bachelor's Degree or Equivalent Job Experience in necessary

Essential Requirements:

1. Strong competitive desire to build knowledge, skills and competencies to achieve growth in position for development of future roles
2. Strong oral and written communication skills.
3. Ability to prioritize and plan work activities; attentive to details; effective time management; sets goals and objectives and regularly achieves them
4. Follows instructions, responds appropriately to management direction and strategy
5. Takes independent actions and calculated risks aligned to Company strategy and culture
6. Displays creativity and original thinking.
7. Embraces DGY Culture and the Yuengling Way. Is a Team player and Highly self-motivated
8. Valid driver's license required with excellent driving record.
9. Must be available for occasional night, weekend promotions and special events.
10. Possess solid computer knowledge and skills: Microsoft Word/Excel/Powerpoint/Outlook
11. Must be able to lift, carry, push and/or pull up to 35 pounds.
12. Performs additional duties and responsibilities as requested, directed or assigned by management.