



THE YUENGLING COMPANY

This position is for a **National Account Sales Manager** with **The Yuengling Company**. Formed in September 2020, The Yuengling Company LLC is a new joint venture between D.G. Yuengling & Son, Inc., America's Oldest Brewery®, and the Molson Coors Beverage Company. Headquartered in Ft. Worth, Texas, The Yuengling Company will manage market expansion west and lead all facets of the business in new markets beyond the 190+ year old brewer's existing 22-state footprint, which includes future D. G. Yuengling & Son, Inc.'s New England expansion.

Posting Date: January 18, 2021

Position: National Account Sales Manager

Department: Sales

Reports To: General Manager

Summary: The National Account Sales Manager will be responsible for developing, leading and managing The Yuengling Company's National Account team and priorities to achieve volume and share growth, through expanding strategic relationships with our key National Accounts and through the creation and implementation of specific Chain Account business plans to achieve sales and distribution targets consistent with Company Channel plans.

Key Job Functions

1. Retail Chain Selling & Planning

- Develop an overall plan to execute National Chain Account strategy by Key Channel for the Yuengling portfolio.
- Develop and manage process for individual Annual Business Plans for each Key Chain Account, including the account's SWOT, distribution gaps, store level opportunities, and promotional presentations.
- Develop the processes/strategies necessary to gain key package authorization, proper pricing, and shelf space within national and regional off premise chains as assigned by management.
- Responsible for leading a culture of communication and coordination with TYC Sales Organization, and Key Distributors to drive execution.
- Collaborate with Region sales teams and distributor partners to drive elevated levels of execution for the Yuengling brand in National Accounts.
- Work with Sales and Marketing Leadership team to develop TYC retail channel sales strategies aimed at enhancing Yuengling's effectiveness at retail.
- Responsible for coordinating efforts between national chain headquarters and regional offices as they pertain to local or regional sales execution.
- Develop systems and processes to enhance overall sales execution with sales team and distributor network.

Our Values – The Yuengling Way

Respect for Tradition, Integrity, Hard Work, Simplicity, Pride



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- In coordination with Yuengling's Marketing team, plan and develop programming to drive Feature and Display opportunities for key chains.
- Ensure an effective call point schedule for all National Accounts is established and maintained.
- Develop department administrative capabilities to measure pre and post promotional analysis, schematic distribution, competitive and Yuengling ad activity database, interpret and utilize syndicated data reports, and maintain a pricing database for assigned chains.
- Lead the process to identify training & development opportunities for National Accounts team members to grow team capabilities and effectiveness.
- Monitor key competitive activity and its impact on TYC's business objectives.

2. Other Responsibilities

- Develop, coach, mentor, and train TYC and Distributor sales personnel on our competitive position in chains in their market place.
- Maintain strategic direction and disciplines of presentations standards and insightful fact-based selling.
- Ensure Call Reports are completed by Direct reports for all Chain calls, after making the assigned buyer call and communicated to key stakeholders.
- Effectively manage financial budgets and company resources.

3. Skills and Qualifications:

- Excellent organizational and interpersonal skills.
- Proficient in Microsoft software programs Word, Excel and PowerPoint.
- Detailed oriented, with the ability to work independently or as a team.
- Requires expertise in communication and presentation skills.
- Requires extensive knowledge of the three tiers of the beverage industry.
- Requires the ability to analyze statistical data and formulate strategies.
- Proficient in managing and analyzing Syndicated Data (IRI preferred).
- Experience in utilizing Shopper data and/or Shopper marketing.
- Performs additional duties and responsibilities as requested, directed or assigned by management.
- This position is home office based and requires travel with frequency of up to 50%-75% to work with and develop direct reports and to make key distributor and Chain visits.

Education and/or Experience:

Bachelor's Degree preferred, and a minimum of 10 years of industry experience required. Prior National Account responsibility and track record of managing a team of high performing individuals is essential.

Interested applicants should send resume and salary requirements to TYCjobs@yuengling.com.