



Job Description

Department: National Account Sales

Reports To: Director of National Accounts

Summary: The National Account Manager will oversee the entire sales process within Kroger. Key responsibilities will include implementing specific business plans, achieve sales objectives, obtain key distribution targets, obtain promotional activity, and integrate strategic company objectives. In addition, the National Account Manager will be responsible for account specific programming, in coordination with the Yuengling Sales and Marketing Departments. Communication of Kroger information and programming with wholesaler partners and the general sales department. Must live in close proximity to major airport and within reasonable driving distance to the Kroger General Office in Cincinnati.

Essential Duties and Responsibilities:

- I. **Retail Chain Selling & Planning**
 - a. Develop and manage individual Annual Business Plans for each call point, including the account's SWOT, distribution gaps, store level opportunities, and promotional presentations.
 - b. Perform the processes necessary to gain authorization, proper pricing, and shelf space within national and regional off premise chains as assigned by management.
 - c. Responsible for communicating and coordinating with Sales and Sales Management to ensure proper wholesaler execution.
 - d. Responsible for coordinating efforts between national chain headquarters and regional offices as they pertain to local or regional sales execution.
 - e. Plan trimester marketing programs and monthly brand priorities for Yuengling Sales and Wholesalers in assigned chains.
 - f. Establish and maintain an effective call point schedule for all assigned accounts
 - g. Develop department administrative capabilities to measure pre and post promotional analysis, schematic distribution, competitive and DGY ad activity

database, interpret and utilize syndicated data reports, and maintain a pricing database for assigned chains.

- h. Coach, mentor, and/or train DGY and wholesaler sales personnel on our competitive position in chains in their market place as necessary.

Skills and Qualifications:

- Previous National Chain Sales management experience, Kroger Specific is preferred.
- Excellent organizational and interpersonal skills.
- Proficient in Microsoft software programs such as Outlook, OneNote, Excel and PowerPoint.
- Experience in analyzing and utilizing scan data with IRI/Nielsen
- Detailed oriented, with the ability to work independently or as a team.
- Requires strong communication and presentation skills.
- Requires knowledge of the three tiers of the beverage industry.
- Requires the ability to analyze statistical data and formulate objectives.
- Performs additional duties and responsibilities as requested, directed or assigned by management.
- Willingness to travel with frequency to make assigned calls and retail visits.

Education and/or Experience:

Bachelor's Degree preferred, and a minimum of 5 years of industry experience required. Prior chain responsibility preferred.