



Posting Date: February 27, 2018

Position: Zone Sales Manager – FL

Department: Sales

Reports To: Director of Sales, South

Role Description:

Individual is responsible for leading Sales, Distribution, Merchandising and Planning efforts within their assigned Zone. Direct reports would include Account Representatives, District Managers and potentially in some instances, a Team Lead. This is the Key Management position in Field Sales and is responsible for actively leading the execution of all aspects of DGY business within their Zone. This position is responsible for the recommendation and execution of the region's sales volume plan, sales operating budget, short/long term regional or statewide strategies. Manages and directs a network of wholesalers and is responsible for the execution of Yuengling's sales standards and practices. This position also identifies specific business opportunities and develops and executes necessary strategies in conjunction with Chain Team, Region Directors, National Accounts Director and-or Director of Sales Strategy/Development.

Essential Duties and Responsibilities:

1. Helps drive down Company Sales Strategy and Region Sales Objectives and Develop the necessary sales plan to implement, execute and achieve assigned Goals and Objectives
2. Coordinates activities of all DGY field personnel and wholesalers within Zone to ensure the implementation of all sales, distribution, merchandising and local tactical/marketing programs for the entire Yuengling portfolio.
3. Develops, recommends and, upon approval, executes the annual Zone sales and Revenue plan to maximize market potential and sales volume within specified territory.
4. Manages Zone budgets, holds direct reports accountable to operate within annual budget and spending disciplines as driven down by Company Senior Mgmt.

5. Processes and approves all Zone distributor co-op invoices and Expense reports submitted from Direct reports under Senior Management Direction and within Company guidelines.
6. Manages the direction of the sales force for the Zone and conducts annual reviews for each employee. Spends time in market working with direct reports to drive improved performance and establish/implement individual development plans.
7. Develops, recommends, and executes against approved performance measures including planning and assigning work/responsibilities, developing goals/objectives and managing overall performance.
8. Supports and models the use of training concepts and developmental tools within the assigned Zone.
9. Establishes and conducts regular sales meetings for Distributor management and Key sales personnel.
10. Actively works in the retail trade- both with DGY and distributor sales, chain, and management personnel.
11. Participates in the sales forecasting process and provides regional and statewide data to ensure forecasting accuracy supports the demand planning process in the supply chain.
12. Functions as an integral leader of the Regional sales management team and is expected to establish and maintain relationships across all other functional areas internally as well as externally.
13. Identifies, develops and ensures implementation of tactical programs for under-performing markets or brands within the region.
14. Collaborates with Chain Account Team to develop strategies and tactics designed to maximize DGY opportunities across all channels of trade. Develops and executes sales initiatives to capitalize on opportunities within chain account base

Pricing Responsibilities

- Under the direction of Senior management and Pricing Manager responsible for ensuring execution and initiation of all pricing strategies and tactics in accordance with Company strategy
- Responsible for maintaining accurate records of current market pricing, consistently maintained and updated, in addition to updating wholesaler file of current Yuengling price to retailer by package.
- Maintain up to date records of competitive pricing and forward to Pricing Manager

- Ensure execution of Quarterly price surveys within each Key Distributor Market. Compare Yuengling NR and Can pricing vs. key domestic competitors.
- Ensure recommendation and initiation of corrective actions to improve Yuengling pricing in all on and off premise accounts.

Education and/or Experience:

Bachelors degree (B.A.) from four-year college or university; or eight years sales experience with at least 5 years in sales management or the equivalent combination of education or experience.

Other Key Skills and Abilities:

- Ability to read, analyze, and interpret general business periodicals or forms and beverage industry data
- Strong Business Planning Skills
- Track record of Budget Discipline, Spending controls and ability to maximize Distributor and Company resources
- Strong analytical and problem solving skills
- Exceptional interpersonal/communication skills
- Leadership and management skills with the ability to delegate and direct to meet and exceed results and to lead sales team
- Team player with ability to develop people
- Creative with strong vision

- Customer orientation/ability to build strong relationships with all levels of the 3 tier including but not limited to Brewery management and personnel, Distributor management and principals and key account/chain buyer

- Ability to follow specific directions and manage Objectives down with minimal supervision

- Minimum 40% travel expected and a good driving record