



## Sales Representative, Midwest Region

- The Sales Representative oversees growing brand awareness and distribution in all areas of trade. There are four components of this job: distributor management, account communication, market development and account nurturing.
- Sales representatives will manage the growth and development of Nebraska Brewing Company brands in a defined sales area assigned by sales director of key accounts while ensuring that Nebraska Brewing Company's brand integrity is never compromised. Candidate will reside within the Omaha area and will be responsible for all business generated in Omaha, and Lincoln area with possibility of further growth of sales area.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Include the following. Other duties may be assigned.

#### People Development

- Conduct wait-staff / bartender educations, beer tastings and beer dinners.
- Form positive and ongoing relationships with all key accounts.

#### Building Distributor Partnerships:

- Builds true partnerships at all distributors by adding more value than competitors through the contributions of Nebraska Brewing Company's people, sales systems, brands, and brand support tools.
- Should become recognized as one of the distributor's best supplier reps.
- Observe all state and federal laws pertaining to the sale, merchandising and promotion of malt.

- Coordinate point-of-sale materials with Distributors.

#### Market & Brand Development

- Manages the growth and development of Nebraska Brewing Company brands in a defined geography or universe of key accounts while ensuring that Nebraska Brewing Company's brand integrity is never compromised.
- Builds strong partnerships with all top key accounts on and off-premise (aka "spreads the love" and establishes a win/win approach to growing the retailer's business) and performs regular business reviews with the top 5-10 accounts twice a year.
- Develop market management plans for assigned sales area.
- Ensure the implementation of all sales and marketing programs for the entire portfolio follows established plans.
- Communicate market management plan to higher headquarters to ensure proper coordination.
- Focus on selling beers and/or upgrading number of beer lines in retail accounts (bars/restaurants, liquor/grocery stores).
- Identify accounts that are not being penetrated with Nebraska Brewing Company beers and develop a plan to establish business with such accounts.
- Ensure proper merchandizing of on- and off-premise accounts.
- Plan and execute on-premise promotions as required (note: evenings; weekend festivals).
- Develop and maintain close relationships with key accounts both on and off-premise.
- Track and monitor progress in all identified accounts.
- Compile Monthly sales assessment, to include intelligence on competitor's strengths/weaknesses.
- Operate effectively within corporate and budgetary guidelines.

#### **Desired Skills/Experience (but not limited to)**

- 2-4 years as a rising star in beverage sales
- Must have solid background in selling skills and account management, beer and brewing, presentation skills and quality assurance
- Must have a good understanding of distributor workings, how to work with distributors to get results, grassroots brand building and how to identify and analyze market trends
- Must be proficient in computer skills such as Word, Excel, PowerPoint and Outlook

- Must be eager to learn, to grow, to manage chaos and to create fun. And then want to do it all over again in a way that people will remember