

FOLIO

FINE WINE PARTNERS

AREA SALES MANAGER POSITION DESCRIPTION

Summary:

Based in the Pacific Northwest, this position is responsible for supporting the Business Manager to achieve volume, distribution, and pricing performance within assigned multi-state territory for all Folio wine brands. Responsible for directing and training distributor organizations to execute all aspects of Folio Fine Wine Partners sales and marketing programs within the assigned territory. Manage key accounts within the geography leading/influencing distributor field sales activity. Work in concert with distributor sales teams to activate company brand plans with frequent market inspection to identify opportunities and pinpoint areas of deficiency.

Responsibilities:

Market Activity: 50%

- Through scheduled work-withs call on and activate key accounts in the market influencing gate-keepers to support Folio Fine Wine Partners.
- Support Business Manager with brand intelligence gathered through market surveys to ensure sales programs are executed to standard with desired return. Know and understand primary competition and how they are situated within the market.
- Utilize time in the field to recognize customer and consumer trends and develop programs to capitalize on such trends.
- Ensure that all sales teams are focused on the appropriate accounts, geographies and channels in order to achieve Folio FWP long-term objectives.
- Conduct sales meeting and trade education seminars as necessary.
- Establish rapport and relationships with customers; providing education and courting the distributor sales force, key accounts, and retailers in their assigned territory.
- Coordinate communications of adjustments to plan based on performance and success in the market.

Administrative/Office: 20%

- Maintain a high level of knowledge of our products, in order to communicate and educate.
- Perform administrative tasks as necessary in an accurate and timely manner.
- Manage sales promotion budgets in accordance with company policy and brand essence/objectives.
- Control travel and entertainment expenses.
- Maintain key account database with current information, complete brand trackers, national accounts forms.
- Review sample reports to ensure shared investment utilization effectiveness.
- Keep Business Manager informed of all pertinent developments in the area.

Planning: 20%

- Review programs and objectives on a monthly basis with Business Manager providing feedback and recommendations on the effectiveness of such programs.

- Work with Business Manager to develop effective sales and management performance incentive programs designed to achieve desired objectives..

Travel: 10%

- Travel within assigned territory as needed.
- Travel to meetings and educational programs as required.

Position Requirements:

Education/Experience: College degree in Business, Marketing, Communications or other related discipline. Must have 3 - 5 years experience in selling wines through multi-tiered distribution channels. Must have experience managing distributor and budgets.

Skills: Excellent public speaking and presentation skills. Able to set and achieve goals; and have strong organizational skills. Must possess strong listening and excellent sales skills. Solid intermediate level finance skills, good math skills and an effective meeting facilitator.

Knowledge: Passion, solid understanding and appreciation for wine and the wine industry.

Physical: Must be able to work a flexible schedule including evenings, weekends and travel (including overnight stays). Must be able to lift and carry 40 lbs.

The above information is representative of the work performed in this position, however it is not all-inclusive. The omission of a specific duty or responsibility does not exclude it from the position if the work is similar or related to the essential duties and responsibilities.

**People *Operational Excellence *Customer Focus *Culture *Integrity *Leadership *Community*