



FOLIO

FINE WINE PARTNERS

MARKET SALES MANAGER POSITION DESCRIPTION

Stunning Colleagues:

At Folio, employees with a proven track record of success are considered Stunning Colleagues. We seek to have an organization filled with Stunning Colleagues. We've found a Folio Stunning Colleague will possess the following characteristics:

- Passionate – displays a true interest in their profession and Folio
- Driven – completes tasks, achieves goals, doesn't give up
- Leader – behaves with confidence that inspires others to be better
- Curious – routinely questions process or methods to find better ways of doing things; always wants to learn
- Optimistic – approaches problems or day to day work in a welcoming and positive manner
- Accountable – takes ownership of their duties and responsibilities
- Collaborative – enjoys and welcomes opportunities to work with others and listens to ideas from colleagues
- Flexible – understands and is able to shift direction or priorities on a regular basis
- Creative – thinks outside the box to find new or better ways to do things
- Listens – takes time to actively listen to and understand the true needs of a customer before beginning work
- Strives for Mutual Success – gives credit to others, demonstrates desire for others to succeed as much as or more than self

Position Summary:

Under the direction of a Regional Sales Director or Area Sales Manager, this position is responsible to represent, and increase the sales of all Folio brands in assigned territory within the philosophies and style of the company. Responsible for day-to-day contact with key on and off premise accounts and retailers, working in partnership with the distributor sales force, communicating needs and expectations in areas of allocations, depletions, marketing programs and product placement. Keep supervisor informed of critical information and trends in the market place. Attend trade events and special promotions, always acting as an ambassador in the style and image set by the Michael Mondavi family.

Critical Tasks:

- ☐ Execution of Sales Objectives (70%)
 - Increase on and off premise account penetration, activation and sales in territory.
 - Communicate information and education on FFWP programs, strategies and brand standard to distributor sales teams in order to achieve sales plan targets.

**Curiosity *Integrity *Accountability *Mutual Success *Community Support*

- Establish sales presence in the market by conducting regular work with; set expectations with distributor and lead in the development of FFWP wines in the market.
- Assist distributors to develop and cultivate story-telling ability to enhance mind share and sales performance of FFWP portfolio.
- Use internal and external resources to capitalize on market opportunity. Utilize Trade Pulse to understand brand health and needs; develop action plans for business opportunities to increase sales.
- Conduct post-promotional analysis.
- Provide feedback on market issues, opportunities, changes, gaps, challenges and competitive activity.
- Assist to manage allocations, participate in the planning and execution of new product launches.
- Participate in general sales team meetings.
- Ensure required reports are turned in timely and as necessary.

☐ In Market Training & Key Account Relationships (15%)

- Develop, cultivate and maintain strong relationships with key buyers, leverage relationships to explore new business opportunities and achieve sales growth.
- Conduct assessments of distributor sales capabilities, manage the on-going efforts of sales team and specialists, effectiveness of presentations.
- Possess ample knowledge of products, wine industry, competitive landscape, customer issues and needs.
- Work with, coach and educate trade on FFWP brand priorities and standards.
- Conduct product education sessions and meetings with key trade to increase sales.

☐ Supplier Management (10%)

- Maintain relationship with all FFWP suppliers that allows for transparent and collaborative discussion of any business issue.
- Ensure market tours are productive and effective use of supplier's time, coordinate activities with distributor confirming dates and objectives are provided in a timely manner.
- Provide a market overview handout for the supplier as a means to educate about the market and types of accounts; ensure proper inventory, programming, incentives are in place to support.

Non-Critical Tasks:

☐ Administration (5%)

- Ensure required reports are turned in timely and accurately.
- Adhere to T&E budgets, submit expense reports in a timely manner.
- Update job knowledge by participating in educational opportunities, reading professional publications and maintaining professional networks.

Professional Requirements:

Education/Experience: College degree in Business, Marketing, Communications or other related discipline. Minimum of two years experience selling wines through multi-tiered distribution channels, including experience selling both domestic and import wines.

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Skills: Must be an effective communicator with excellent written and verbal communication skills. Excellent public speaking and presentation skills, comfortable in front of large and small audiences. Must possess strong listening skills, and outstanding sales skills (follow-up, closing, overcoming objections). Good PC skills (Windows: Word/Excel). Must be a self starter, be able to juggle multiple situations, and able to work independently. Ability to learn and use effectively Folio's reporting tools, to manage and plan business activities. Experience planning/coordinating events, and outstanding time management skills. Must possess a high level of integrity, be self-confident, have an excellent ability to build relationships. Understanding of the importance of providing outstanding customer service. Creative with a winning attitude, and the selling abilities of telling a story and influencing.

Knowledge: Passion for and extensive knowledge of California and Import wines. Italian language skills a plus.

Physical: Must be able to work a flexible schedule including evenings, weekends and travel (includes overnight stays). Must be able to lift and carry 41+ pounds.

Other: (Includes licenses, certificates, age etc.) Must possess a valid Driver's license in the state employed and must meet the Company's automobile insurance requirements.

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.