

## **Position: Sales Representative**

### **About Peace Tree**

We exist to enrich our communities by creating thoughtful beer experiences. We are rooted in our core values of authenticity, tenacity, fun, integrity, innovation and family. While rooted in our core values, Peace Tree is focused on quality and growth with plans for future territory and brand expansion.

### **Job Summary**

Works directly with the CEO to increase sales, promote the Peace Tree brand and achieve target distribution and volume goals. Responsible for daily communication and sales within defined territory. Establish and maintain a professional sales relationship with wholesalers and key retailers.

### **Key Job Objectives**

- Lead, manage and be accountable for wholesale sales goal
- Build and maintain distributor relationships
- Ensure field quality of products
- Provide excellent customer service
- POS management

### **Job Responsibilities**

- Accounts
  - Increase number of brands and effective placements with current customers
  - Identify accounts that are not currently customers, develop a plan to establish new relationships and increase points of distribution
  - Maintain consistent market visitation schedule coordinating with distributor sales force
  - Monitor product for freshness and brand consistency
  - Track all contacts and account visits in company provided CRM software
  - Analyze and develop sales opportunities from company provided sales reporting software
- Distribution
  - Hold distributors accountable for sales goals
  - Leverage distributor sales team to be Peace Tree's advocate in the market
  - Conduct ongoing brand training
  - Monitor beer inventory to maintain proper days on hand
  - Manage wholesaler price promotions
  - Identify product and pricing opportunities
  - Hold regularly scheduled sales meetings with distributors
- Events
  - Organize and attend events and sponsorships to promote Peace Tree Brewing brands such as retail account education, tastings, beer dinners and festivals
  - Build and motivate a team of Peace Tree brand ambassadors
  - Perform On- and Off-Premise promotions regularly

- Internal
  - Participate in weekly sales and marketing team meetings; Come prepared to contribute at a high level
  - Perform administrative tasks such as weekly reports to management, CRM management, expense reports, monthly work calendar, etc.
  - Vehicle and festival equipment maintenance and management

### **Qualifications**

- Industry-Related
  - Two years experience working in the three-tier distribution system either with a craft beer wholesaler or craft beer supplier is preferred
  - Knowledge of and passion for the craft beer industry
  - Strong sense of urgency and commitment to achieving results
  - Able to live within market area and able to work on site at Peace Tree regularly
  - Able to work a flexible schedule including nights, weekends and some overnight travel
  - Willingness to have fun and meet new people
  - Certified Cicerone or similar training is a bonus
- Professional
  - Two years minimum sales experience
  - Self-motivated and ability to work both independently and within a team
  - Strong judgment and professional maturity
  - Excellent problem-solving skills and mathematical proficiency
  - Strong communication and interpersonal skills
- General
  - Bachelor's Degree or equivalent experience
  - Valid Driver's license and clean driving record
  - Computer skills including Microsoft Office and CRM software
  - Ability to Lift 40 lbs. and move 160 lbs. safely

### **Compensation & Benefits**

Peace Tree offers competitive salary and incentives based on performance, a strong team environment to learn and grow, multiple market opportunities as well as:

- Health insurance
- Retirement plan with a company match
- Paid time off
- Monthly Beer Allotment
- Company car provided

To apply, send resume and cover letter to [beer@peacetreebrewing.com](mailto:beer@peacetreebrewing.com). In your cover letter, please include why you love craft beer and which is your favorite.