



Beverage Sales Account Managers

Work Schedules: Monday – Friday 7:00 AM – 5:00 PM. Hours can be subject to change as needs dictate

Job Type: Full-Time, Salaried

Objectives: Position is accountable for developing and maintaining relationships with designated accounts (in a designated geographical area and all of Triangle's beverage portfolio) which sells both alcoholic and non-alcoholic beverages for on-premises and off-premises consumption. These relationships are intended to produce sales to meet or exceed the annual sales plan of Triangle Distributing.

Prerequisites: Ability to understand complex verbal and written instructions. Good communication skills. Previous sales experience. Knowledge of the beverage distribution business. Good human relations skills. Ability to follow-up on details. Good communication skills. Be a good team player. Driven to be the best in the market and deliver excellence to our customers and the Triangle Distributing team.

Key Responsibilities:

- **Personal Development and Standards** – Assist Area Sales Managers in the development and implementation of monthly objectives. Focus on achieving monthly sales goals with regards to quotas and distribution objectives for the full line of Triangle Distributing beverage brands.
- **Grow** – Triangle Distributing portfolio of brands presence within existing on and off-premises account base.
- **Planning** – Ability to: read and understand sales reports, set objectives, manage time effectively, and understanding of the fundamentals of a sales call. Plan daily objectives by account.
- **Selling Skills** – Understanding of the sales process to include: identify customer needs, use sales aids, secure commitments, probe effectively, use Features & Benefits, overcome objections/concerns, deal with customer complaints, establish sound communication, and use trade math.
- **Product Knowledge** – Knowledge of the full line of beverages distributed by Triangle Distributing and suppliers. This would include but not be limited to the brewing process, types of beer, draft beer basics, wine varietals, non-alcoholic and better for you beverages.
- **Communication** - Interacts respectfully and maintains communication with team members inter-company departments.

- **Customer Service-** Monitors and assists customers with inventory management (product availability, new product placement, stock rotation, seasonal changes, promotions, sales trends). Develops and maintains positive relationships with on- and/or off-premise accounts; proactively establishing contact and respectfully interacting with customers. Relates and educates customers on all Triangle products, brands, styles and industry trends.
- **Administration** – Ability to use ordering system and knowledge of service policy. Understanding the importance and consequences of every stop on the daily sales call listing. Skipping stops will be grounds for termination. Keeps up to date on customer credit status and is responsible for money collections on outstanding invoices.
- **Product Handling** – Ability to read code dates, handle goods without damaging, and, calculate distribution. Knowledge of and strict implementation of rotation procedures, damage procedures, overage beer procedures and applicable Federal, State and municipal laws as they apply to the advertising, sale and delivery of malt beverage products and the other beverage products Triangle Distributing carries.
- **Point of Sale** – Understanding the critical importance of Display and POS. Knowledge of: POS Zones and retail execution standards. Ability to: Choose locations for POS, and, physically ability to hand permanent POS.
- **Shelf Space Management** – Understanding the importance of Shelf Space Management, Price Level Merchandising, Days of Supply and Effective Assortment. Ability to analyze cooler sets and stock coolers.
- **Knowledge** – Understand all policies, procedures, rules and regulations as published in the Policies and Procedures Manual, company bulletins and meetings.
- **Company Requirements** – Maintain company good will at all times; maintain a clean, organized work environment (truck, van, warehouse or office); promote a pleasant, positive attitude. Help maintain the positive image of the company in the market. Attend all meetings and functions as requested by Management or direct supervisors.
- **Miscellaneous** – Report a personal injury, property damage or accident to immediate supervisor on the same shift as the injury, damage or accident occurred. If supervisor is unavailable contact Human Resources.
- **Training** – Complete computer-based training modules as directed by the General Sales Manager.
- **Professionalism** – Confrontation and insubordination in dealing with customers or supervisors is prohibited.