

# Sales Representative



## *About Proper Brewing Company*

Proper Brewing Company's mission is to consistently produce the highest-quality beer by following methods informed by attention to detail, research and disciplined creativity, dedication to the integrity of the process and utilization of the best ingredients. Our team cultivates a work culture founded on the principles of inclusion and respect, we embrace the cultivation of knowledge, creativity, and innovation, and engage in meaningful participation with local communities including our local industries, consumers, vendors and producers.

## *Requirements*

- Self-Starter will be based in and work in Salt Lake City and surrounding areas
- Ability to represent Proper Brewing Company responsibly and professionally at all times
- Knowledge and appreciation for the craft beer industry and the hospitality industry; knowledge of the three tier system
- Strong organizational, communication, and problem-solving skills
- Strong work ethic when working independently and as part of a team to achieve company-wide goals
- Excellent interpersonal and relationship-building skills with the ability to work with a variety of personalities, seeking common ground and understanding
- Strong computer skills; experience with a CRM preferred
- The ability to adapt to a rapidly changing work environment
- Can be available to work as needed based on account contacts' schedules
- Able to work a flexible schedule outside of regular business hours, including some nights and weekends
- Time management and prioritization skills
- Excellent presentation & communication skills
- Ability to travel within the state as required
- A valid driver's license clean driving record

## *Administrative Duties*

- Embrace and demonstrate alignment with Proper Brewing Company's vision, principles, and values
- Speak with intelligence and passion to the public about Proper Brewing Company culture and products
- Maintain self-education on our brands and the craft beer industry in general
- Adhere to state and federal alcohol laws about the sale, merchandise, and promotion of brewery products
- Consistently meet the monthly sales goals set forth by Proper Brewing Company

- Participate in overall sales strategy and goal planning for the sale of Proper Brewing Company products
- Participates in weekly and monthly meetings relevant to the job position (in person and/or virtual)
- Can work independently, but values the strengths of others and thrives with a team
- Inform management of necessary training, equipment needs, or product issues within the job position
- Maintain self-education on sales skills/strategies
- Organize an efficient schedule including a daily route and weekly route of sales calls
- Maintain and seek new opportunities to increase sales and presence in distribution accounts within assigned territory
- Meet minimum sales calls/interactions/conversations per week as set by the Sales Director
- Maximize Point of Sale exposure in our accounts
- Ensure beer is within established freshness dates at each location
- Set up, execute, and participate in in-store promotions, beer dinners, and special events with key retailers that may occur any day of the week geared towards building sales and distribution
- Keep up-to-date notes on accounts' information, purchasing habits, goals, and contacts in a CRM program (**training provided**)
- Ability to use a smartphone to access and effectively use company choice of internal sales software to run reports, place orders, and communicate account needs, as well as the use of company choice of group communication software (training provided)
- Adhere to company-wide safety practices and standards (**training provided**)
- Complete any other reasonable request by a supervisor in a reasonable time frame

### ***PHYSICAL ASPECTS***

- Frequent car travel
- Occasional lifting of items ranging from 25-50 lbs
- Tasting of alcoholic beverages for quality control
- Regular visits to bars, restaurants, liquor stores, and other hospitality establishments
- Installation of marketing materials which could require using stools or ladders, lifting, bending, and stretching
- Being present in-person in one place for multiple hours in accordance with branded event guidelines