

## **REGIONAL SALES MANAGER – Central and Northern, CA**

### **GENERAL**

- Regional Sales Manager for the California region (Central Coast, Central Valley and Northern CA)
- Work location: 1200 Priska Drive, Paso Robles, CA with remote option
- Full-time position, exempt status
- The Regional Sales Manager – Central and Northern, CA reports to the Director of Sales

### **JOB DESCRIPTION**

#### **1. SALES PLANNING**

- Developing short-term and long-term sales plans, account targets and budgets for the defined territory in cooperation with the Director of Sales
- Planning and coordination of brand marketing and timely promotional activities in cooperation with the Director of Sales and Marketing Team
- Uses analytical tools and marketing data to identify priorities and develop sales strategies
- Provides accurate and timely business intelligence, including market forecasts, for territory
- Monitoring and planning proper case goods inventory levels to achieve annual program goals

#### **2. DISTRIBUTOR/BROKER SUPPORT**

- Managing distributors and brokers in assigned territory to achieve market objectives and sales goals, including channel volume, shipments, depletions, distribution and display activities
- Training of distributor/broker sales staff to optimize VR brand strategies and marketing programs, including tastings and special events
- Conducting market-work with distributor/broker teams to service accounts and develop new business
- Coordinating and supporting special events with distributor/broker and key accounts
- Maintaining sufficient inventory levels and efficient distribution and use of all POS materials
- Managing the retail pricing standards and monitoring the pricing levels in off-premise accounts
- Preparing minutes of meetings and/or conferences with distributors and key accounts
- Coordinating monthly sales reports from distributor/broker
- Assessing distributor/broker performance and verifying that programs and objectives for the territory have been achieved, in cooperation with Director of Sales

#### **3. MARKETING**

- Cultivating cross departmental relationships with sales and marketing departments
- Supporting national sales team with print, digital, promotional materials as needed. Analyze marketing campaigns and how it drives distribution and velocity
- Providing input on wholesale marketing campaigns
- Establishing a closed-loop analytics with sales team to understand how marketing activities impact sales and refine our process to convert customers and distributor sales staff into VR ambassadors

- Providing input for the content/editorial calendar that attracts customers to VR (including blog posts, webinars, sales presentations, etc.)
- Maintaining and updating wholesale distribution lists, provide input for wholesale newsletter two per year, work with marketing on ongoing projects
- Updating PowerPoint presentations for wholesale team including new releases and seasonal updates throughout the year

#### **4. SALES**

- Ensuring compliance with sales regulations and marketing guidelines within the territory
- Executing the monthly sales objectives set by mutually developed sales plans and budgets
- Developing the market by expanding distribution for existing customers as well as the acquisition of new accounts
- Managing a customer database and identifying key accounts
- Efficient and profitable implementation of marketing programs and promotions

#### **5. REPORTING & ADMINISTRATION**

- Administering an efficient work schedule and travel itinerary to best service the territory
- Submitting weekly progress reports via e-mail to summarize the goals, events, activities, meetings, results and planned follow-up
- Reporting monthly and quarterly sales data to the Director of Sales
- Analyzing and reporting of customer and market information in order to recognize trends
- Completing market/pricing surveys as requested

#### **6. TEAM COLLABORATION & COMMUNICATION**

- Creating positive relationships within wholesalers and Vina Robles to better achieve goals
- Fostering productive and effective communication
- Contributing to the development and improvement of the sales program through collaboration with the Vina Robles sales and marketing teams
- Traveling to Paso Robles, California annually

#### **GENERAL REQUIREMENTS**

- Bachelor's degree in Business/Sales or related field from an accredited college
- At least three (3) years' outside sales experience, preferably in the beverage industry
- Enthusiastic, self-motivated personality with strong work ethics
- Proven track record of meeting and exceeding sales goals
- Excellent verbal and written communication and organizational skills
- Effective time management skills, efficiently completing tasks and reporting on time
- Proficiency in Microsoft Office Suite including Outlook, Word, Excel and PowerPoint
- Travel throughout region required at least 50% of the week, including overnight, weekend and evening work as required
- Must provide own reliable car, valid driver's license with clean driving record
- Must be able to lift/carry 50 lb. boxes frequently
- Must be at least 21 years of age

#### **Preferred Skills**

- Wine education or certification
- Nielsen/IRI information experience