

**CO (Colorado) State Sales Manager**

Function: Brand Sales & Marketing

Experience: Mid-Level

Salary: DOE

Reports to: Vice President, Brand Sales & Marketing

**Position Description**

As a Sales Representative, your main objective is to establish and grow sales in your assigned geography, create lasting and mutually beneficial partnerships with accounts and our Distributors, and represent the integrity, values and brand of the Bardstown Bourbon Company. The position includes direct sales responsibility for key on and off-premise accounts, securing new business in existing and new accounts, and working closely with the distributor network in the assigned area to maintain/develop all accounts. You will serve as the voice of the brand across the assigned geography, executing marketing “pull” tactics, merchandising key accounts, and hosting both trade and consumer-focused events.

**Essential Job Duties and Responsibilities:**

* Specifically, the responsibilities of the position include, but are not limited to, the following activities:
* Assist VP-Brand Sales & Marketing with the establishment of new distributor relationships including product launch and all associated activities.
* Assist VP-Brand Sales & Marketing in establishing market-specific goals, KPIs and annual plan and objectives for the assigned region.
* Aggressively pursue new on & off-premise distribution in your assigned region.
* Call on existing key accounts to secure new distribution, making timely presentations and introducing new and "limited release" bourbons.
* Execute on and off -premise promotions and periodic special events such as Bourbon Dinners that generate brand awareness and consumer sampling.
* Develop and maintain strong, positive relationships with account staff and distributor sales personnel.
* Train accounts as well as distributors on our products, promote the story of the Bardstown Bourbon Company.
* Travel to and utilize the assets of the distillery to engrain brand and product knowledge in our commercial partners
* Participate in market blitzes, ride-with, and general sales meetings to hold distributor partners accountable for the execution and achievement of the sales plan.
* Complete necessary administrative reporting and communications on a timely basis daily and weekly.
* Maintain all sales goals and personal budgets outlined to you and your territory.
* Pick up and deliver product and merchandise/POS from the distillery in Bardstown for events, as well as staffing and sampling at events as necessary.
* Late night and weekend account visits and event attendance as directed.
* Other duties as periodically assigned by the VP-Brand Sales & Marketing.

**Desired Qualifications**:

* Prior experience in a sales position; prior alcoholic beverage sales experience preferred
* Strong ties and established relationships in the beverage community in the assigned region.
* Strong oral communication skills: ability to talk to others to convey information effectively; strong written communication skills.
* Customer Service –Going above and beyond what the customer expects
* Trade knowledge - Understanding the retail and on-premise buyer mindset - experience buying or bartending is a plus.
* Knowledge of, and passion for, Bourbon, Whiskey, Spirits
* Excellent time management skills; ability to be proactive and take initiative.
* Excellent organization and coordination skills- ability to manage priorities and routine functions effectively and efficiently.
* Empathy- Being aware of others' reactions and understanding why they react as they do.
* Teamwork – Ability to flex scope of responsibility and do whatever needs to be done, regardless of job description
* Transparency – Ability to communicate with teammates and freely exchange ideas and thoughts, without ego or pretense
* Proficiency with personal computers / laptops and associated programs (Windows, Microsoft office suite of programs).
* Business Acumen -Ability to collect, assess and interpret relevant information and make sound decisions.
* A College Degree from an accredited University is desired but not mandatory.

**Job Requirements:**

It is required for the position that you must have a reliable car that is registered and insured, a valid driver's license, the ability to drive to and from accounts continuously, ability to work nights and weekends, and at times more the 40 hours a week, ability to lift up to 50 pounds and that you must currently reside in the assigned territory.

**Sales Specific Offerings**

As part of our onboarding process, all New Sales Representatives will have a full-immersion learning/training experience at our state-of-the-art distillery in Bardstown. In addition to a base-salary, our Sales Representatives participate in our unique Sales Incentive Program which works to maintain our culture of results-focused personal management, and continuous learning & development. We offer mileage and other job-related transportation expense reimbursements, a monthly budget toward account visits and sampling, and a culture of work-life balance.

The Bardstown Bourbon Company is committed to equality of opportunity in all aspects of employment. It is the policy of The Bardstown Bourbon Company to provide full and equal employment opportunities to all employees and potential employees, without regard to race, color, religion, national or ethnic origin, veteran status, age, gender, gender identity or expression, sexual orientation, genetic information, physical or mental disability or any other legally protected status.