

Position Title: Field Sales Manager - Chains

Location/Department: Georgia / Sales

Reports To: Director, Sales

Date: 12-4-09

Band: E

Job Posting #: 09-219

POSITION SUMMARY:

Primary responsibility is to maintain existing business and create organic growth in the off premise Channel sector through managing the execution of CWUS programs and distribution in the Chain/ Mass Merchandiser and Club channels.

RESPONSIBILITIES:

- Establish chain store sales performance measures and targets using the CWUS CORE brand priorities with distributors while assisting in achieving expected results.
- Develop and implement monthly tactical business reviews, market surveys, competitive pricing surveys and weekly progress checks of customer performance
- Communicate all necessary information on any program and/or initiative from within CWUS including Channel.
- Monitor field sales activity with select distributor personnel.
- Conduct Sales Meetings with customers and or select distributor personnel that include but are not limited to brand education, programming and/or initiatives and new product launches.
- Implement, communicate and maintain CWUS CORE standards and tools for both on and off premise.
- Responsible for communicating CWUS brand strategies and implementing standards with distributors.
- Responsible for the coordination and implementation of programs developed by the CWUS and RNDC channel teams.
- Coordinate and communicate pricing requests between Field Sales and Channel.

- Responsible for communicating monthly shipment targets and securing the shipments from distributors.

QUALIFICATIONS:

- Bachelor's Degree
- 2-5 related experience
- Alcohol & Beverage industry, with specific supplier/ distributor sales experience highly preferred.
- Have working knowledge of all the necessary software systems required to effectively perform job requirements including Excel, PowerPoint and IRI Databases etc.
- Effective verbal and written communication skills.
- Create compelling fact based sales presentations

PHYSICAL REQUIREMENTS/OTHER:

- Valid driver's license and clean driving record. Must be able to drive a car and travel via plane or train. Lift up to 50lbs
- Frequent travel within assigned area of business
- Primarily will work in an office environment but may be exposed to a warehouse/distribution environment on a frequent basis
- My suggestion and what I have been using:
- Must be able to stand, walk, sit; use hands to finger, handle or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch or crawl; talk and hear.
- Must have close vision, distant vision, ability to adjust focus, peripheral and color vision.
- Must be able to work in an office environment primarily but periodically required to work in a warehouse environment with variable temperatures and lighting.

APPLICANT PROCEDURE:

All applicants must submit a cover letter with their resume to the following contact either electronically, mail or facsimile:

**Human Resources
staffing@cwine.com
Refer in subject line: FSM – Chains GA**

Constellation Wines U.S. (CWUS) is the number one premium wine company and the largest wine company in the U.S. based upon sales dollar value. The portfolio includes such brands as Woodbridge by Robert Mondavi, Clos du Bois, Robert Mondavi Private Selection, Blackstone, Ravenswood, Robert Mondavi Winery, Simi, Estancia, Wild Horse, Arbor Mist and Paul Masson Grande Amber Brandy. CWUS and Vincor Canada comprise Constellation Wines North America, a division of Constellation Brands, Inc., a leading international producer and marketer of beverage alcohol in the wine, spirits and imported beer categories. www.cbrands.com