

Position Title: Field Sales Manager

Location/Department: Northwest / Sales

Reports To: Director, Sales

Date: 7/1/10

Band: E2

Job Posting #: 10-107

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 45lbs
- 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
- 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.

APPLICANT PROCEDURE:

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

**Human Resources
staffing@cwine.com
Refer in subject line: FSM NW**

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