

**Position Title:** Manager, Field Sales

**Location/Department:** Napa - Sonoma / Sales

**Reports To:** Director, Sales

**Date:** 8/2/10

**Band:** E2

**Job Posting #:** 10-125

## **POSITION SUMMARY:**

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Primary responsibility will be to maintain and garner new business in the on and off premise sector.

## **RESPONSIBILITIES:**

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- Implement sales performance measures and targets using the CWUS CORE brand priorities with distributors while assisting in achieving expected results.
- Manage wholesale managers and sales representatives to achieve CUWS depletion and distribution goals.
- Develop and conduct annual Collaborative Business Plans, periodic tactical business plans, 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.
- 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 on and off premise standards with distributors.
- Work in a collaborative effort with CWUS Field Sales Managers – On Premise and Chain.
- Manage and maintain NP budgets as well as price support with Zone finance director.
- Responsible for maintaining appropriate inventory levels and communicating and securing monthly shipment targets from distributors.
- Work with Zone Trade Marketing Manager to maximize local opportunity market promotion as well as implementation of National promotions.

## QUALIFICATIONS:

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- Bachelor's Degree
- 2-5 related experience
- Alcohol & Beverage industry highly preferred
- Program and budget development, implementation, management and strategic decision making experience
- Demonstrated ability in customer management within specific territory
- Keen understanding of the three-tier distribution system
- Proven experience and strong abilities in educating and motivating others to manage business effectively
- Excellent communication skills, articulate with strong public speaking ability / experience and excellent writing skills
- Strong Microsoft Office skills

## PHYSICAL REQUIREMENTS / OTHER

- Must be able to drive a car and travel via plane/train, lift up to 45lbs
- Frequent travel within assigned area of business
- Primarily 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:

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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 Napa**

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