

JOB TITLE: AL/TN Regional Manager

LOCATION: Birmingham, AL; Huntsville, AL; Atlanta, GA

REPORTS TO: Vice President of Sales

FLSA POSITION TYPE: Full Time, Salary Non-Exempt

The AL/GA Regional Manager works as a part of the Aslin sales team to focus on directly managing Aslin Beer Company distributors, developing new retail accounts, and growing the current customer base within the territory. This position is designed to build the future and visibility of Aslin in our expansion markets where we see continued high growth potential

Territory to include **Alabama and Georgia** with expansion plans TBC

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Establish, develop, and maintain top of class relationships with retailer and wholesaler partners
- Become primary point of contact for Aslin distributors and retailers across the assigned region
- Partner with distributors to ensure orders are placed on time, at the beginning of every month
- Manage distributor inventory levels to keep all active brands at or above 30 days on hand inventory
- Assist in the delivery of monthly, quarterly, and annual volume and distribution goals for assigned territory
- Evaluate the region for new opportunities, partnerships, sponsorships, chain expansion, distributor assignments, etc.
- Assist in the execution of chain programming, ensuring 100% execution at distributor and retail level
- Monitor distributor margins, price changes, other changing market conditions connected to the commercial expansion of business
- Sell in products and/or upgrading number of Aslin product lines in retail accounts (bars/restaurants, liquor/grocery stores/convenience stores)
- Identify major accounts that are not being serviced with Aslin products, and develop a plan to establish new business
- Create customer target lists using collected data (Karma, distributor, other) to build routes that focus on opportunities
- Establish 13-week preorder cadence with distributors for rotational, seasonal, and limited beer offerings
- Ensure distributors are reporting monthly sales depletions through VIP by the 5th business day of every month
- Track account engagement, account visit summaries, ordering commitments, buyer profiles, other account level information through Karma Notes
- Provide weekly feedback to distributor and manager regarding previous week in-market activity through Karma reporting

- Establish top of class retail conditions: communications, service, training, account visits
- Where legal, this could include merchandising accounts, resetting coolers, displaying point-of-sale items to increase visibility of the Aslin brand
- Conduct retail beer samplings, trainings, beer festivals, evening/weekend promotions as needed within the region
- Establish and achieve annual forecasted volume goals established for all assigned markets
- Work with wholesaler brand managers, marketing, and sales teams to promote Aslin sales, brand awareness, and market share
- Work within established financial spending budget framework to keep spending aligned with company expectations
- Represent our entire Aslin product portfolio (existing and future brands)

IMPORTANT SKILLS & ABILITIES:

- 5+ years of proven results-oriented experience in outside sales or within the food & beverage industry
- Bachelor's degree required or equivalent in experience
- An intense competitive spirit with an assertive, confident personality
- Strong sense of urgency and commitment to achieving results
- Professional proficiency with Google products, Microsoft Word, Excel, Powerpoint, iDig/VIP software
- Willingness to travel across multiple states and markets across territory
- Overnight and weekend travel required
- Excellent problem solving & communication skills
- Ability to work both independently and within a team to accomplish goals
- Demonstrated ability to plan and manage multiple responsibilities outlined above and as added by the company
- Valid driver's license, registered and insured vehicle, and ability to drive to and from accounts continuously
- Ability to lift and move cases of beer frequently
- Ability to climb, kneel, and stoop to arrange and display point-of-sale frequently