



**SALES REPRESENTATIVE  
(FAIRFIELD COUNTY, CT - WESTCHESTER COUNTY, NY)  
(FULL TIME POSITION)**

**WHY BE HALF FULL?**

At Half Full Brewery, we're passionate about optimism. And we know that with a glass Half Full, you can't lose.

We are a mindset-first company. At the beginning of each day we look at our proverbial glass and ask ourselves two questions:

- How am I making the most of now?
- What am I looking forward to?

We then spend our day clarifying the answers to those questions for ourselves. To this end, our mission is to inspire people to be optimistic – in business and in life! And this carries over into everything we do, from the beers we brew, to the events we throw, to the people we hire.

**POSITION SUMMARY**

The Sales Representative oversees the strategic expansion of Distributor sales relationships in current markets for a growing mid-sized brewery. In addition, this individual will drive expanding the Half Full concept and brand into other contiguous markets. This role reports to the Regional Sales Manager and is a full time position.

**THE RIGHT CANDIDATE WILL**

- Have the ability to work around alcohol without abusing it
- Possess a "can do", team-first attitude and understand the need to be a self-starter
- Stay organized and be detail oriented
- Demonstrate excellent time management skills and always find ways to meet deadlines
- Have an infectious enthusiasm and passion for beer, people, and experiences.

## **THE SALES REPRESENTATIVE RESPONSIBILITIES INCLUDE (BUT ARE NOT LIMITED TO)**

### **SALES OPERATIONS**

- Authentically present the Half Full brand and story to local consumers and retail business partners
- Manage and grow retail account relationships in assigned territories
- Team up with our distribution partners to ensure orders are placed, products are received and our brand is receiving the proper treatment at local retail partners
- Work with our marketing team to create and advertise events
- Conduct educational sessions with our retail partners
- Participate in major industry events
- Host beer tastings and other event promotions at our retail partners
- Capture market intelligence and translate into meaningful actions
- Maintain a log of daily activities

### **CUSTOMER EXPERIENCE**

- Participate in monthly and quarterly progress updates with distributor network
- Create and execute effective promotional programs with our distributors
- Participate in executing sampling and ride along events for each distributor within your marketplace
- Oversee regular joint market visits with distribution team
- Assist marketing team to create impactful POS materials.
- Coordinate new product launches at existing distribution partners
- Conduct effective market launches within new distribution territories

## **QUALIFICATIONS**

- Bachelor's degree and 2+ years experience in consumer products sales
- Comfortable in pitching and closing new business in timely fashion
- Capability to set own schedule and multi-task while working with minimal supervision
- Adept at solving problems on the fly through prior experience or through outreach to an extensive professional network.
- Ability to effectively respond to FAQ's, customer inquiries and complaints
- Proficiency in Microsoft Office Suite
- Valid driver's license, registered and insured vehicle with clean driving record
- Ability to use own fuel-efficient car to drive to and from accounts continuously
- May be required to use personal credit card for expenses and subsequently be reimbursed
- Willingness to work occasional nights, weekends and holidays

## **COMPENSATION**

- Compensation based on qualifications and experience, commensurate with packages offered by regional breweries
- Access to employee discounts on products and merchandise
- Paid vacation and access to employer-sponsored health insurance (50%)

In addition to the above extrinsic rewards, there are some intrinsic rewards associated with joining the "Half Full" crew, including the opportunity to inspire others to lead a passionate lifestyle, build a meaningful and growing company, and encourage others to live in the moment while always looking forward to more.

If you are interested in this position please send your resume and a short cover letter that tells us what inspires optimism in you to [callings@halffullbrewery.com](mailto:callings@halffullbrewery.com).

**THANK YOU AND CHEERS!**