



**SALES REPRESENTATIVE
(NORTHWEST CT - WESTERN MA)
(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.

THANK YOU AND CHEERS!