



## **SALES MANAGERS - CT AND NY (2 POSITIONS)**

### **WHY BE HALF FULL?**

At Half Full Brewery, we are a mindset-first company that believes that together we can make the world a more positive place. We are looking for dynamic individuals to join our mission who share our FABRIC...that is, people who are **F**un-loving, **A**udacious, **B**rilliant, **R**estless, **I**mpactful and **C**ollaborative. Together, we believe we can change the world and we rely on our crew to help us carry out this mission in their own unique ways throughout their work every day.

### **POSITION SUMMARY**

Half Full is looking to expand its sales team through two positions. Sales Managers will oversee the strategic expansion of retail and distributor relationships in certain dedicated markets. The CT Sales Manager will cover Fairfield and New Haven County (CT) and the NY Sales Manager will cover Litchfield County (CT) as well as our NY territory (the counties that border CT as well as the Saratoga area). These roles report to the Head Sales Manager and are full-time positions.

### **RESPONSIBILITIES**

- Work with local distributor representatives to drive company sales objectives.
- Grow and develop points of distribution and volume in dedicated markets.
- Maintain consistent market visitation schedule including retail account visits with on and off-premise account partners as well as distributor review meetings.
- Execute new product launches with distribution partners.
- Identify and execute local marketing opportunities, i.e. events and retail partner promotions.
- Identify and develop programming opportunities that relate to product quality, Half Full's culture, and the development of our brand.
- Plan, manage time, and prioritize as necessary to align efforts with company and company sales goals.
- Maximize the use of POS materials through a thorough understanding of their placement, relevance, and cost-benefit.

- Perform administrative tasks as they are assigned (e.g. field visit logs, expense reports, monthly work calendar).
- Perform ongoing quality control of beer outside of the brewery. The ability to spot poor beer rotation, dated or damaged product is essential.

### **QUALIFICATIONS / EXPECTATIONS**

- Valid driver's license with a responsible driving record, registered and insured vehicle, and ability to drive to and from accounts continuously
- 2+ years of Sales experience at the supplier or distributor levels of 3-tier alcohol distribution preferred, though not required.
- Cicerone or similar training preferred, though not required. The ability to educate people from all levels of knowledge on the merits of craft brewing and specifically Half Full Brewery is a must.
- Ability to communicate clearly and positively in verbal and written formats.
- Able to demonstrate strong retail and wholesale-oriented math skills, understanding of gross profit, gross margin, pricing strategies, and incentive programming will be necessary.
- Proficiency in Word, Excel, PowerPoint, various social media, industry programs such as VIP is preferred, though not required.
- Applicants may be subject to a criminal background check.

### **COMPENSATION**

- Compensation will be based on qualifications and experience and will include a salary plus commissioned monthly business objectives (MBO's), phone allowance, gas & mileage allowance, and expense account.
- Access to employee discounts on products and merchandise.
- Paid vacation and access to employer-sponsored health insurance (50% covered by Half Full).

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!**