



SENIOR SALES MANAGER - CT/NY

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 hire a Senior Sales Manager who will oversee the strategic expansion of retail and distributor relationships in certain dedicated markets. The Senior Sales Manager will cover Fairfield, New Haven County, and Litchfield County (CT) as well as our NY territory (the counties that border CT as well as the Saratoga area). This role reports to the Head Sales Manager and is a full-time position.

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.
- Prepare monthly, quarterly, and annual business plan presentations.
- Execute new product launches with distribution partners.
- Collaborate with Head Sales Manager to create distributor programming.
- Collaborate with Head Sales Manager on key account pitches and on managing key account relationships (e.g. chain accounts).
- Identify and execute local marketing opportunities, i.e. events and retail partner promotions.
- Identify and develop retail 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
- 4+ years of Sales experience at the supplier or distributor levels of 3-tier alcohol distribution preferred.
- Cicerone or similar training preferred. 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 a must.
- 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.

THANK YOU AND CHEERS!

