

AMERICAN BEACH PARTNERS CULTURE

Vision

Professional / Entrepreneurial / Fast Paced / Relationships Are Important / Mature Learning and Listening Culture. The company consists of high quality top talented people. The people are smart and love what they do. They love to work; and do so at an intense pace with a sense of urgency. This is a “roll up your sleeves and get it done” culture. Work hard, play hard, and deeply believe in what the brand stands for.

Mission

American Beach Partners is a disruptive brand innovator that has been in the adult beverage space for four years with two rapid growth brands: Beach Whiskey™ and American Harvest Organic Vodka®.

- Our Beach Whiskey brand “re-imagines” the whiskey category with day-drinkable smooth naturally flavored whiskey.
- Our American Harvest Organic Vodka combines the farm to glass movement with the rapidly growing craft spirits category. Originally created by the Sidney Frank Importing Company, American Beach Partners acquired the brand and is reintroducing it nationally.

Candidate Fit for Culture:

- Are you a visionary adult beverage rockstar who’s ready to turbocharge your career by leveraging your knowledge, network, talent, and drive?
- Do you live by the motto “work hard, play hard, and make a big impact”?
- Are you ready to be rewarded by your results with unlimited upside opportunity?

If you answered yes to all three questions, then this opportunity is for you!

POSITION SUMMARY:

The role is responsible for the planning, communication and execution of our off-On Premise objectives with our distributor partners and the trade in an assigned territory. The Manager will ensure we are achieving our fair share of business, growth and awareness in this important channel of business through regular interaction, account calls, training and education.

RESPONSIBILITIES:

Sales Planning and Program Development

- In partnership with the SVP Sales, develop and conduct assigned distributor team plans, periodic team reviews, market surveys, competitive pricing surveys, and general sales meetings with distributor partners
- Provide SVP Sales with market intelligence and recommendations for effective planning or programming
- Execute new product launches
- Manage merchandising pre-plan

Execution and Communication of Sales Objectives

- Communicate all necessary information and brand education on American Beach Partners programs, strategies, and standards to distributor sales team to achieve depletion and distribution goals
- Implement sales performance measures and targets focused our priorities with distributors while assisting in achieving expected results
- Work directly with distributors across the network to establish KPIs and maintain goals.

- Recommends product lines by identifying new product opportunities, and/or product, packaging, and service changes; surveying consumer needs and trends; tracking competitors.
- Implements trade promotions by publishing, tracking, and evaluating trade spending.

In-Market Training and Relationship Development

- Develop, cultivate, and maintain strong relationships with key accounts, individual stores, and buyers. Leverage relationships to explore business opportunities
- Work with, coach, and educate distributor sales members on our brand priorities and standards
- Provide product education sessions to Retailers, and other customers
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks.

Administration and Analysis:

- Provide feedback to SVP Sales on market issues: opportunities, changes, distributor issues and competitive activity
- Work with SVP Sales to develop action plans for business opportunities using strategic insights and as applicable leverage distributor sales data
- Conduct post-promotional analysis (as applicable)
- Conduct and report weekly progress checks of distributor performance for your assigned area
- Basic financial skills to monitor monthly A/R statements and to develop cost/benefit strategies
- Work with SVP Sales to develop pricing structures and pricing strategies
- Ensure required reports and T&E are turned in timely and as necessary

QUALIFICATIONS:

- Bachelor's Degree and/or minimum of 5 years of experience
- Alcohol & Beverage industry experience highly preferred
- Program and budget development, implementation, management, and strategic decision-making experience preferred
- Demonstrated ability in customer management within specific territory
- Keen understanding of the three-tier distribution system
- Proven experience and strong abilities in educating and motivating others to manage business effectively
- Excellent communication skills articulate with strong public speaking ability / experience and excellent writing skills. Ability to persuade and influence
- Strong Microsoft Office and technology skills required

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

- Must be able to stand, walk, sit, and move up to 55lbs
- Must be able to use hands to handle or feel; reach with hands and arms; climb or balance stairs/ladders; stoop, kneel, crouch or crawl; talk and hear
- Must have close vision, distant vision, and ability to adjust focus, peripheral vision
- Must be able to stand and work on a computer for extended periods of time
- Must have a valid driver's license and be able to drive a car and travel via plane/train as needed
- Must be willing to travel up to 60 – 75%

- Must be at least 21 years of age

****Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Compensation Package

\$75k-\$100k Salary compensatory pending experience. Compensation package includes phone, T&E, health benefits, and car allowance.

Location

Florida

Job Type

Full time

Job Area

Sales

Equal Opportunity

American Beach Partners is committed to a continuing program of equal employment opportunity. All persons have equal employment opportunities with American Beach Partners, regardless of their sex, race, color, age, religion, creed, sexual orientation, national origin or citizenship, ancestry, physical or mental disability, medical condition (cancer or genetic characteristics), marital status, gender (including gender identity or gender expression), familial status, military or veteran status, genetic information, pregnancy, childbirth, breastfeeding, or related conditions (or any other group or category within the framework of the applicable discrimination laws and regulations).