

SALES REPRESENTATIVE

Job Overview

Los Angeles Ale Works is looking for an experienced Sales Representative who is passionate about independent craft beer. The ideal candidate will have excellent communication skills, conduct themselves professionally, and be committed to increasing the availability, visibility and volume of beer sales. This position is responsible for maintaining existing partnerships as well as increasing sales via a combination of prospecting and sales calls at both on and off premise accounts.

Responsibilities and Duties / What You'll Be Doing

- Responsible for visiting and executing all sales calls within an assigned territory
- Accomplish timely and productive execution of sales goals
- Set up and execute events including server educations, in-store tastings, festivals, etc.
- Ability to identify non-buy accounts and develop plans to establish long-term business relationships
- Assess customer needs and interests in order to recommend the best products and be able to forecast and communicate potential demand in order to avoid out-of-stocks
- Responsible for pre-planning weekly route as well as logging all account calls with key decision-makers
- Understand and demonstrate a strong understanding of consumer trends in order to work with Marketing and Brewing Team in driving our brand priorities
- Recap and communicate all account activity to management weekly
- Maintain compliance with Quality Control and product code date standards
- Assess product rotation on shelf to maximize product freshness
- Ensures compliance with State and Federal alcohol laws

Required Skills and Desired Experience

- High School Diploma or GED Equivalent
- College education preferred
- Knowledge of the complex three-tier system vs direct to market, self-distribution model
- 2-3 years of proven results-oriented sales within the consumer packaged goods industry
- Experience utilizing customer relationship management software such as Encompass, VIP, Salesforce
- Knowledge of Microsoft Office and other modern technology software applications
- Excellent time management and ability to juggle several tasks at one time
- Must be able & willing to work early morning, daytime, evening and/or weekends
- Must have reliable automobile transportation, maintain an acceptable driving record and valid driver's license, and maintain auto insurance coverage at least to the minimum amount specified by the Company and state law. Monthly car and mileage reimbursement is available.

Los Angeles ALE WORKS

BREWERY & TASTING ROOM

- In your Cover Letter, please tell us something you enjoy doing in your free time.

Physical and Mental Requirements

- Must be able to safely lift products from 25 lbs. to 50 lbs. on a regular basis
- Move 165-pounds, using appropriate techniques and tools
- Work in a factory/production environment which may be loud, slick, humid, cold, and hot
- Work in indoor and outdoor environments with moderate noise and occasionally slippery floors
- Comply with and enforce all health, safety, and personal hygiene policies and standards

Benefits

- Health, Dental, Vision and Life Insurance
- Paid Holidays, Vacation and Sick Leave
- 401(K) Matching
- Base Compensation \$20 - \$30 per hour, dependent on experience
- Bonus-eligible
- Beer perks and discounts

To Apply:

Send a cover letter and resume to info@laaleworks.com. The cover letter should describe why you are interested in the position, how Los Angeles Ale Works would benefit from having you on our team and what your favorite beer is.

Please provide a resume that includes all relevant work history. It should also contain your education, certifications and any formal/informal brewery related experience along with 3 references.