



## Territory Sales Manager Job Profile and Description

### Here's what you'll do

The Territory Sales Manager will play a critical role in supporting and selling in the Great Western brands within their assigned territory (On & Off Premise as assigned). This individual will be involved in identifying key accounts, strengthening and building relationships, and using the Great Western Way to achieve sales objectives. The individual will use their organizational skills, analytical capabilities and communication skills to optimize the role and interface and provide support with the Sales, Marketing, Finance and Operations functions. The position will support the Commercial team and report to the Director of Sales, AB & BC.

### A day in a life may look like....

1. Managing a territory of accounts (On & Off Premise as assigned) with a structured route that is visited on a regular basis
2. Calling on accounts with a predetermined schedule of sales goals to expand the reach of GW and grow the volume base
3. Building relationships with our accounts to strengthen their commitment to GW
4. Leveraging our brands and our properties to increase sales and maintain a positive return on investment
5. Interfacing with the sales and marketing group to ensure that our accounts have the proper POS
6. Providing the Commercial team with insight on market trends and conditions
7. Meeting with key decision makers within the retail environment (i.e. store managers) to strengthen relationships
8. Using business acumen to uncover market opportunities or issues and using insights to provide business solutions, changes or adaptations depending on market conditions
9. Analysis and follow up on key performance indicators, manage and adhere to territory budgets.

### Main deliverables

1. Understanding the Great Western long term strategy and being able to provide increased volume and distribution within those parameters
2. Understanding the Great Western building blocks and using it as a guideline to selling our brands based on customer and consumer demographics

3. Follow up and maintenance of the annual territory budget and managing within those boundaries. Understanding the significance of managing the budget to increase the return on investment
4. Deliver an annual volume budget for the territory (forecast)
5. Provide insights and analysis on competitive environment on a regular basis
6. Work closely with the Director of Sales, AB & BC to develop and execute sales goals and objectives throughout the year
7. Manage a Territory expense plan that is developed annually to reflect against the Territories annual sales volume (\$/HL)

### **Key Requirements and Capabilities**

- Minimum undergraduate degree or 3-5 years of commercial sales experience
- Familiarity with the region and marketplace
- Strong business acumen and analytic capabilities
- Good technical skills
- Ability to communicate and influence
- Physically fit as duties include product handling up to and including kegs of 160lbs.