

Territory Sales Manager – Job Profile and Description

About Us

The Great Western Brewing Company has been an integral component in the Saskatchewan business community since opening for business in 1989. Back then 16 former Carling O’Keefe employees started the brewery to save their jobs. Today the brewery is one of the top employers in Saskatoon, and through a lot of hard work, and a lot of great beer, they have earned an international reputation for world-class craftsmanship.

What we’ve accomplished is remarkable. The brewery is currently enjoying an impressive market share in this competitive business and we are now well known throughout Western Canada because of our extensive sponsorship programs and our world-class premium products. The Great Western Brewing Company has set trends in the beer industry that other Canadian brewers have followed, and the brewery has a trophy case full of international accolades. In fact, Original 16, Great Western and Brewhouse brands have all been recognized in noteworthy and prestigious brewing competitions.

Over the years, the main focus of producing world-class beer hasn’t changed.

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. 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.

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

1. Managing a territory of accounts 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. SLGA and MBLL decision makers) 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

10. 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 to develop and execute sales goals and objectives throughout the year
7. Manage a Territory expense plan that 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