

**Position Title:** Field Sales Manager

**Location/Department:** Rhode Island / Sales

**Reports To:** Zone General Manager

**Date:** 10/4/10

**Band:** E2

**Job Posting #:** 10-150

## **POSITION SUMMARY:**

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Primary responsibility will be to maintain and garner new business in the on and off premise sector.

## **RESPONSIBILITIES:**

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### Sales Planning and Program Development

- In partnership with the GM and/or Sales Director, develop and conduct annual collaborative business plans (CBP), periodic tactical business plans and reviews, market surveys, competitive pricing surveys, and general sales meetings with distributor partners
- Plan and execute new product launches
- Manage merchandising pre-plan

### Execution and Communication of Sales Objectives

- Communicate, negotiate and track all necessary information and brand education on CWUS programs, strategies and standards to distributor sales team in order to achieve depletion and distribution goals
- Establish sales presence in the market and conduct regular distributor market work-withs to ensure CWUS brand priority and initiatives are maintained
- Implement sales performance measures and targets using the CWUS CORE brand priorities with distributors while assisting in achieving expected results

### In Market Training and Relationship Development

- Develop strong relationships with key accounts, individual stores, and buyers. Leverage relationships to explore business opportunities
- Work with, coach and educate distributor sales members on CWUS brand priorities and standards
- Provide product education sessions to wait staff, retailers, and other customers

- Partner with Trade Marketing to understand brand health and needs Administration and Analysis
- Provide feedback to Director on market issues: opportunities, changes, distributor issues and competitive activity
- Work with SOM to develop action plans for business opportunities through the use of strategic insights and as applicable leverage distributor sales data
- Conduct post-promotional analysis in conjunction with SOM (as applicable)
- Conduct and report weekly progress checks of distributor performance
- Responsible for communicating monthly shipment targets and securing the shipments from distributors (as applicable)
- Review and confirm accuracy of deals, distributor funds, and distributor charge-backs with SOM
- Comparative pricing reports – follow up on issues w/ Channel and distributors where proper pricing isn't reflected
- Order and maintain POS inventory
- Coordinate SIP input with SOM

## **QUALIFICATIONS:**

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- Bachelor's Degree
- 2-5 years related experience
- Alcohol & Beverage industry highly preferred
- Program and budget development, implementation, management and strategic decision making experience
- 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
- Strong Microsoft Office skills

## **PHYSICAL REQUIREMENTS / OTHER**

- Must be able to drive a car and travel via plane/train, lift up to 45lbs
- Frequent travel within assigned area of business
- Primarily office environment but may be exposed to a warehouse/distribution environment on a frequent basis
- Must be able to stand, walk, sit; use hands to finger, handle or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch or crawl; talk and hear
- Must have close vision, distant vision, ability to adjust focus, peripheral and color vision

## **APPLICANT PROCEDURE:**

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All applicants must submit a cover letter with their resume to the following contact either electronically, by mail or facsimile:

**Human Resources**  
**staffing@cwine.com**  
**Refer in subject line: FSM - RI**

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