

Brewery Position: Sales Representative

Location: Quesnel, BC

Reporting to the General Manager, the Sales Rep is responsible for covering the sales territory of the Cariboo/North, and operating the province-wide Order Desk. Duties include:

- **order desk:** manage the customer info binder; monitor sales@barkervillebeer.com for email orders; phone/email customers to procure weekly orders; track weekly call volume; use the LDB DSWR system to enter orders and create Doc 60s; use the Moneris eSelect terminal to store and process credit card payments; ensure accounts are current in payments.
- **delivery:** using the brewery vehicle, conduct weekly deliveries to Quesnel, Prince George, and Williams Lake.
- **sales:** conduct weekly onsite sales calls to accounts in Quesnel, Prince George, and Williams Lake; convincingly tell the story of our brands to potential customers; close sales to government liquor stores, private liquor retailers, and licensed establishments; use CRM software to manage customer lists and the sales process; meet sales targets.
- **promotion:** develop enduring relationships and nurture our customers through elicitation of their promotional needs and gifts of promotional items; arrange, schedule, and conduct onsite tastings; attend and work our booth at beer festivals and farmer's markets; identify and recommend local sponsorship opportunities that align with our brand and our values; represent the brewery at sponsored events; actively use social media.
- **tours:** conduct occasional brewery tours; engage with local licensees to educate through free tours.

Required:

- excellent communicator in person, through email, and on the telephone
- a positive, professional, and courteous manner with an outstanding track record of sales
- experience with the sales process and at least one CRM system (e.g., Salesforce, Insightly)
- working knowledge of Excel
- Class 5 driving license
- Serving It Right
- regular travel throughout the Cariboo, and occasional travel to the Okanagan and annual conferences and beer festivals throughout North America

You must be:

- entrepreneurial and self-motivated
- able to multi-task, with a high degree of attention to detail
- passionate about the challenges facing the craft beer industry
- extroverted, with a high emotional intelligence
- encyclopedic in your knowledge of the different types and brands of beer and willing to become a Certified Beer Server and Certified Cicerone
- encyclopedic in your knowledge of the LCLB rules regarding promotions and working with our customers