

Field/Territory Sales Representative – Toronto and GTA

Sawdust City Brewing Company is one of the most admired and respected craft breweries in Canada. Our beer is award-winning and sought after by customers across the province and across the country. Our company motto is: At Sawdust City, we don't take ourselves too seriously, but we take our beer very seriously!

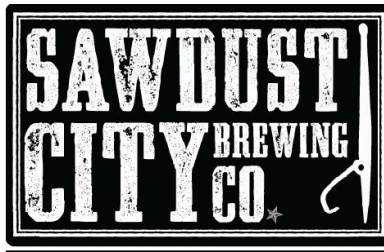
The Field/Territory Sales Representative is responsible for the execution of the territory sales plan, identifying new opportunities in all channels and increasing the Company's presence in the designated territory. This is a relatively independent, on the road job, for a true people person. You will be the face of the company wherever you go and your goal is to make people love us and buy our beer.

General Duties:

- Identify and develop new accounts within your assigned territory. Leave no stone unturned.
- Understanding, meeting, and exceeding customer needs and requirements
- Establish relationships and grow sales at all market channels including commercial, on-premise, grocery, LCBO and Beer Store.
- Prepare and implement a territory sales plan, execute sales and promotional opportunities to develop sales and support marketing programs.
- Build sales with scheduled account visits, conduct tastings and educate the buyer to properly present our portfolio with the end consumer. Make sure they know our stuff as well as you do.
- Network with consumers and key influencers, resulting in brand loyalty and repeat business.
- Working at events – licensee, retail, festivals, whatever we can find for you to help make people love us.
- Utilize software tools for business and weekly call planning, establishing call frequency, as well as real time tracking of monthly targets and initiatives.
- Act as an ambassador for the Sawdust City Brewing Co., including maintaining an active social media presence in support of the company and the craft beer community.
- Manage and control a promotional budget at both account and territory level
- Pick up payments from your licensees as requested.
- Perform administrative duties as required, such as tracking reports, promotional recaps, quality feedback, expense reports, etc.
- Other duties as assigned – we're a small operation, you'll get to do a lot of stuff, so be ready for that.

Qualifications

- 1-2 years previous experience in licensee and retail beer or alcohol sales.
- Craft beer industry experience preferred, willingness to learn encouraged.
- Exceptional knowledge of the company and its rapidly evolving product line.
- Superior communication and customer service skills
- Excellent client relationship building skills
- Persistence – the ability to bounce back if you lose a sale and continue on to another lead
- Must be able to work well with multiple technologies and to adapt to a constantly changing industry environment.
- Very organized with the ability to manage multiple priorities and projects simultaneously
- Must be able to work independently within the assigned department framework and guidelines. You won't have someone looking over your shoulder all the time – as long as you're doing the job.
- Smart Serve certification required
- Must live in region/territory
- Must have valid driver's license and a clean abstract
- Willingness to work nights and weekends as needed – odd hours are part of the deal but that makes it more fun.



At Sawdust City we like to have fun, but we also pride ourselves on our dedication to beer. We don't always take ourselves seriously, but the quality of our product is of the utmost importance. If you feel like you are the right match for this position, please send a cover letter and resume to jobs@sawdustcitybeer.com . Please note the position you are applying for in the subject line.

We thank all candidates for their interest, however only those chosen for an interview will be contacted.