



Bay Area Beverage Company

TITLE:	General Sales Manager
DEPARTMENT:	Sales
REPORTS TO:	General Manager
LOCATION:	Alameda and Contra Costa counties
BENEFITS:	Yes
STATUS:	Full-time, Exempt

Position summary

As our General Sales Manager, you are directly responsible for driving Bay Area Beverage sales, as well as overseeing all functional and leadership operations for the sales team. You lead by example, understanding that our businesses grows and thrives through great customer interaction, when our sales team members know our products, write great orders, live and breathe quality control and deliver exceptional customer service every single day. You celebrate your team members' successes, but you also regularly challenge the status quo, because you are never satisfied with just "good enough".

You can see the forest for the trees, building, cultivating and sustaining strong supplier and customer relationships while maintaining a laser focus on achieving our annual sales goals.

As our General Sales Manager, you

- partner with our General Manager and Division Managers to develop and implement effective sales and promotional plans
- manage P & L
- generate timely and accurate sales and product forecasts
- develop and control operating budgets
- champion Bay Area Beverage Company culture and lead the training and development of a high-performance direct selling organization
- establish goals, metrics and strategies to effectively drive sales
- provide leadership, development and guidance to your direct report team while providing hands-on, roll-up-your-sleeves inspiration to the sales and merchandising teams
- lead by example, directing the sales on the development and management of productive relationships with over 3,200 Chain, Grocery, Drug and General Market customers
- provide market intelligence, including competitive issues and opportunities, to suggest and/or refine sales/marketing strategies
- manage effective, real-time communication throughout the sales department
- provide timely and accurate information to the senior management team
- partner with the President, the General Manager, Finance and the Human Resources to develop short- and long-term strategic plans, including the preparation of annual business plans

To qualify for this role, you

- hold a Bachelor's degree in business or equivalent.
- have a *minimum* of five years of progressively responsible experience in Direct Store Delivery (DSD).management, including proven track record of meeting or exceeding assigned sales objectives; Experience in wholesale beer business preferred, but open to other DSD experience
- Key Account management experience on a regional and/or statewide level
- have excellent people skills, with a demonstrable ability to interact with and influence management and contributors at all levels of the organization
- have strong experience in all aspects of sales, including growth strategies, account development, and business planning
- possess a complete understanding of financial reports and controls, including P&L statements, balance sheet
- outstanding oral and written communication and presentation skills
- proven track record of execution, and operational excellence
- proven people selection, development and management skills
- demonstrated teamwork and team building skills
- are a master at building, cultivating and sustaining lasting relationships with other team members, departments, suppliers and customers
- strong problem identification and problem resolution skills

Desired traits that define you include

- positive energy with a contagious Can-Do attitude
- superb interpersonal skills
- a commitment to excellence in Customer Service
- proven creativity and innovation in a Sales Leadership role