



Sales Representative - South / East Wisconsin (with occasional out of territory events and trips to the brewery)

Earth Rider Brewery is seeking a self-motivated person with beverage sales experience to make an impact on our tactical team. Qualified candidates are outgoing, goal-oriented, and have a passion for craft beer. You'll be building and maintaining professional relationships with wholesalers, retailers, and end users; as well as quality assurance in the marketplace.

Duties

- Be an engaged team member
- Develop new account placements while maintaining current account relationships
- Work with the distributor to provide outstanding service to account customers
- Strive to upgrade the number of Earth Rider placements at current accounts
- Know and document the key decision maker(s) and/or influencer(s) at each account
- Maintain a regular schedule of weekly account appointments with a goal of 40+ per week
- Ensure that all products are rotated and our date-code policy is adhered to
- Assist in scheduling and staffing and/or conducting tastings and events
- Conduct server & bartender trainings and Earth Rider beer tastings
- Do wholesaler work-withs to increase placements and merchandising
- Attend weekly Brewery Sales Meetings by video conference or in person

Skills/Experience

- A strong beer industry knowledge, with certification as a Cicerone Beer Server (within 3 months of hire)
- 2 years of beverage sales or related experience
- Bachelor's degree or equivalent work experience
- Deep knowledge of the local marketplace
- Highly motivated with an authentic, and confident personality
- Strong organizational skills and the ability to work alone
- Willing to attain knowledge of Earth Rider Brewery, its history, and beverages
- Exceptional judgment and professional maturity
- General knowledge of brewing process
- General knowledge of the market share and products of top selling competitors
- Excellent communication skills
- Willingness to work a flexible schedule - including some nights and weekends
- Some knowledge of distributor operations and how to work with their sales force is a plus
- Computer competence in Word, Excel, PowerPoint, e-mail, with a willingness to learn specific beer-industry software used by Earth Rider
- Administrative--ability to produce required documents and reports
- Ability to effectively build, retain, lead, and motivate our brand ambassador network
- Must have a clean driving record
- Ability to frequently lift and move cases of beer
- Ability to climb, kneel, and stoop to arrange displays of point of sale

Compensation: Salary for this position will be commensurate with experience. Benefits include health, auto, phone, market spend, beer, and 3% simple IRA match. Please include your compensation requirements with your resume.

About us: Since 2017, award-winning Earth Rider beers have been crafted with cold, clear Lake Superior water and peerless, hand-selected ingredients. We brew at the head of the Great Lakes on the Duluth-Superior Harbor for craft beer consumers in Minnesota and Wisconsin.