

DISTRIBUTION REPRESENTATIVE

JOB DESCRIPTION

Guilford Hall Brewery is seeking a highly motivated and enthusiastic individual to join our team as a Beer Distribution Representative. Our emphasis is European style brewing. As a representative, you will be responsible for promoting and distributing our range of exceptional, local Baltimore beers to various establishments, including bars, restaurants, hotels, retail stores, and any other establishment that possesses a liquor license. Your primary goal will be to increase sales, establish strong customer relationships, and ensure customer satisfaction.

Responsibilities:

1. **Sales and Promotion:** Actively promote our portfolio of beers to existing and potential customers. Present product information, pricing, and promotional offers to persuade customers to purchase our products.
2. **Account Management:** Develop and maintain strong relationships with customers, including regular visits to establish rapport, address any concerns, and ensure customer satisfaction. Manage accounts effectively by analyzing sales data, identifying opportunities for growth, and implementing strategies to increase sales volume.
3. **New Business Development:** Identify and target potential customers in the assigned territory. Conduct market research to identify emerging trends, competitor activities, and potential business opportunities. Present our product line and value proposition to potential customers and negotiate contracts to secure new accounts.
4. **Inventory Management:** Monitor inventory levels at customer locations and collaborate with internal teams to ensure timely replenishment of products. Provide accurate sales forecasts and demand projections to support inventory planning.

- 5. Brand Ambassadorship:** Serve as a brand ambassador by attending industry events, festivals, and trade shows to promote our products. Stay up-to-date with industry trends, beer styles, and consumer preferences to effectively communicate product information and provide knowledgeable recommendations to customers.
- 6. Training and Education:** Conduct training sessions for staff at customer establishments, educating them on our beer portfolio, brewing processes, and tasting notes. Provide ongoing support and education to ensure that customers have the necessary knowledge and tools to effectively sell our products.
- 7. Reporting and Analysis:** Maintain accurate records of customer interactions, sales activities, and market insights. Generate regular reports on sales performance, market trends, and competitor activities. Analyze data to identify areas for improvement and develop action plans accordingly.

Qualifications:

- High school diploma or equivalent
- Previous experience in sales, preferably in the beverage or alcohol industry
- Passion for craft beer and the brewing process
- Excellent communication and interpersonal skills
- Experience in achieving sales targets and building customer relationships
- Self-motivated and results-oriented with the ability to work independently
- Strong negotiation and presentation skills
- Ability to analyze sales data and market trends
- Valid driver's license and clean driving record

Note: This job description is a general outline of the responsibilities and qualifications for the position of Beer Distribution Representative. It is not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to amend and change responsibilities to meet organizational needs.