



W.J. Deutsch & Sons, Ltd.

*fine wine and spirits merchants*

## POSITION DESCRIPTION

**JOB TITLE:** District Sales Manager

**STATUS:** FT

**DEPARTMENT:** Sales

**REPORTS TO:** Regional Manager

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### **Objective and Scope of Position:**

The District Sales Manager will be responsible for assisting in the planning and implementation of all tactical sales activities as well as trade/customer marketing activities to enhance the growth and profitability of specific W.J. Deutsch brands in the market.

### **Primary Job Responsibilities:**

- Assist in developing distributor's depletion goals, profitability goals, and pricing for the markets.
- Manage distributor sales team to deliver account sold and depletion targets
- Monitor and manage distributor's performance versus budget.
- Work with distributor management teams in order to maintain proper inventory levels.
- Assist in developing and implement distributors programs based on brand initiatives.
- Conduct sales meetings and product presentations for distributor's sales staff.
- Motivate and manage distributor sales forces and executives through leadership; inspire confidence, gain respect as an effective company spokesman.  
Interface directly with key on and off premise accounts.
- Oversee and direct brand development by identifying new account opportunities.
- Oversee, monitor and evaluate program execution while controlling effective use of merchandising material.
- Utilize distributors account sold data & Sales Nav data to optimize brand placement volume opportunities.
- Adhere to and effectively communicate company policy.
- Perform administrative tasks as necessary in a timely manner.



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**Job Requirements:**

**Education:** College graduate

**Experience and Skills:**

- A beverage industry executive with a minimum of 5 years sales experience with a supplier or distributor; wine or spirits background would be ideal.
- Experience selling to all channels of trade. Must have existing trade/account relationships.
- Proven ability in territory sales management including creative and fact-based selling.
- Objective oriented, focused, and aggressive individual who needs little direction or supervision.
- A very “hands-on”, individual able to work in an intense, fast-paced environment.
- Strong interpersonal and leadership skills to direct the distributor sales forces and develop key, retail customer relationships.
- Excellent communication and presentation skills. Computer literate.

**Travel and Physical Demands:** Must be able to drive and lift/carry wine bag.