



Position Description

Strategic Account Manager- Southern CA/Arizona

Position Summary

This position is responsible for all sales in both regional & national chains in order to continue to grow our portfolio of prestigious Brands. Incumbent is expected to understand and embrace the Terlato family philosophy, passion, and company culture. Successful incumbent should reside in southern CA.

Position Responsibilities

- Strat Manager will manage the entire chain business for wine & spirits in assigned chains.
- Account Management (45%)
 - Presents to chain account HQ in all markets. Creates, presents and secures chain programs and planners
 - Works closely with Director of Pricing to maintain pricing standards and minimize Depletion Allowances in the market
 - Collaborates with Marketing Managers to create specific programs for chains
 - Develops Terlato distribution by effectively presenting SKU extensions, new brands and cluster expansion of existing items.
 - Monitors existing distribution and through programming, ensure it is healthy and growing
 - Expert at analyzing and utilizing account-level data (e.g. Nielsen's, IRI) in order to gain Terlato share
- Distributor Management (35%)
 - Works closely with all levels of distributor (including national and local Chain Leads, GM, VP of AE's, VP of merchandising execution, and down to DM) to ensure accountability of plan by account
 - Works in tandem with the Region Managers to ensure national strategies and programs are executed by the distributor
 - Daily/Weekly communication with chain leads in all markets.
 - Sets expectations of distributor performance, monitors results and manages distributor to succeed
 - Problem Solving: uses strong market knowledge to head-off issues before they arise, and comes with solutions for issues that do arise.

- Helps RM keep an eye on inventory needs. Communicates demand to RM and distributor
- Prepares for, attends and provides key insights in QBRs
- Manages the execution of the programming in the chains in SCA/AZ
 - Set up, execute and recap surveys
 - Works with RM to write merchandiser incentives. Manages execution of merchandiser incentives
 - Meets with Execution Team lead monthly to establish priorities and recap performance
 - Conducts Sales meetings with merchandising teams
- Market Knowledge (15%)
 - Survey stores weekly
 - Knowledge of competition (e.g. competitor programming, supplier alignments in all distributors in the market, new product launches, account activities)
 - Uses supplier visits for enhancing chain business (e.g. HQ calls, road shows, buyer/steward luncheons)
 - Conducts in-store tastings as needed.
- Finance (5%)
 - Works closely with Director of Pricing and RM to maintain pricing standards and minimize Depletion Allowances in the market
 - Ensures shelf pricing is within Terlato brand standards
 - Conducts monthly Competitive Pricing Reports (CPR)
 - Works with RM on program spends
 - Responsible for staying within prescribed budgets
- Reports to VP of Strategic Accounts

Performance Measures

- Execution: Ability to establish priorities and meet or exceed sales goals.
- Problem Solving:
- Results Oriented: Strong work ethic and drive for success.
- Judgment: Makes sound business decisions, in a timely, quality manner.
- Creativity: Inspires creative thought and “out of the box” ideas that grow the territory’s business.
- Budget Management and Resource Utilization: Conscientious and efficient budget management. Maximizes company profitability and resources in the most effective manner.
- Leadership: Effectiveness in inspiring TWI to perform at maximum capability.
- Sales ability: Effectiveness in inspiring customers to purchase our products.
- Teamwork: Ability to work and communicate productively with colleagues and Sales Management.

- Organization: adept at successfully managing many long-term and short-term projects at once
- Vision: can see and execute against the long view for attaining brand growth

Professional Qualifications

- 7-10 years of experience in adult beverage sales and Chain management
- Extensive sales and chain management experience including developing relationships, creating chain programs, launching new products, growing new and existing business and managing business profitability
- Vast knowledge of Microsoft Office (PowerPoint, Excel, Access, Word)
- Bachelor's Degree required
- Valid driver's license
- Proven track record in managing Chain organizations including motivating and driving sales results
- Knowledge of and passion for the wine industry a plus

Personal Skills and Qualities

- Strong business skills
- Results orientation
- Excellent oral and written communication
- Stellar presentation skills
- Ability to sell concepts and ideas
- Demonstrated initiative and ability to self-direct projects
- Ability to forge strong relationships with buyers and key influencers in the Chain business
- Ability to identify and communicate relevant and compelling brand benefits and traits
- Adaptability, flexibility, creativity, and problem-solving skills
- Concise, articulate and engaging communications style
- Self motivated with the ability to manage competing priorities on short deadlines

Major Chain Responsibilities

Costco
AVP
Frys
Gelson's
Ralphs