

CEDAR RIDGE DISTILLERY

Role: **Territory Sales Manager**

Reports to: **Regional Sales Manager**

Cedar Ridge is a family owned business, and we are committed to maintaining a dynamic and positive culture. We believe our values are foundational to our position as the #1 bourbon whiskey sold in Iowa, but also critical to our mission of expanding our core whiskeys, including the Slipknot brand into outlying markets.

Position Summary:

Responsible for managing Illinois and Wisconsin which includes working closely with the distillery and dedicated distributor sales teams to expand our business together by creating impactful programs.

How We Measure Success:

- Annual and quarterly revenue goals and case volumes are being consistently met.
- Spirits-related marketing and communications strategies, campaigns and investments are clearly defined, scheduled and communicated to the team.
- Key markets are identified and maintained with active action plans and progress reports.
- Provide customer support plans and progress reports with top accounts.
- Maintaining accurate and up-to-date records on contacts made, new placements secured, follow-up points, and direction.
- Keep abreast of all laws, regulations and policies that govern the market.
- General customer satisfaction and company positioning is highly positive.

Ongoing Duties and Responsibilities:

- Provide monthly program recaps and identify any issues/concerns that can be improved.
 - Actively manage the presentation and execution of category plans, brand plans, promotions and new item introductions ensuring compliance with brand standards at all times.
 - Set goals with distributor to achieve monthly, quarterly and annual targets. Work with distributor sales force weekly to monitor progress and ensure goals are achieved.
 - Participate in mid-month review meetings with Distributor Management to identify areas of opportunities and review key marketing programs.
 - Annual and monthly expense budgets are being maintained on a timely basis.
 - Other duties as assigned to assist company in meeting its goals
 - Perform samplings and tasting in on and off premise accounts and provide event recaps.
- *Events and samplings to be approved by sales team on a case by case basis until further notice.