Job Description

Job Title: Red Bull Account Sales Manager

IMMEDIATE MANAGER: District Manager
DIRECT REPORTS: None

PURPOSE OF THIS JOB
To increase product sales and placement at every opportunity while providing an exceptional product and exceptional service.

CLASSIFICATION:
Exempt

MAJOR ACTIVITIES TO ENSURE ACHIEVEMENT OF KEY RESULTS AND DELIVERABLES

1. A Good Sales Philosophy Starts With the Basics
   a. Meet with the individual with purchasing authority at every store visit. If you cannot visit a customer on the expected day, you must notify your manager.
   b. Establish a friendly and professional relationship with all your customers – a relationship based on trust and good will.
   c. Complete the 10 steps to a sales call on every visit to every account.
   d. Evaluate all competitors’ activities such as new launches and price reductions and advise your District Manager.

2. KPI Execution
   a. You will be given monthly KPI Goals which you will be expected to execute against. These KPIs will be related to sales, distribution, pricing, display, new accounts and other merchandising components.

   a. Obtain premium visibility by discussing Red Bull’s “Value Share” and obtaining 50% of the energy section on all cold vaults and warm shelving equipment.
   b. Use the “Elbow Strategy” to maximize shelf space.
   c. Red Bull must always be the first energy drink consumers sees.
   d. Build rapport with customers to increase facings, selling space, and sales.
   e. All Red Bull equipment must be in the key impulse point for each channel of trade.

4. Pricing and POS
   a. Maximize communication with consumers by placing shelf pricing for all Red Bull products.
   b. Use the proper POS material such as channel strips, price tags, shelf clips and static clings.

5. Manage Credit Terms Within Given Territory
   a. You must make sure that you abide by company payment terms for each of your customers
   b. Discuss any recommended changes to customer payment terms with your District Manager.

6. Good Customer Service is Key
   a. Remember First-In First-Out (FIFO) and ensure that the product we provide is always fresh.
   b. Merchandise for your customers each visit
   c. Ensure that all Red Bull equipment is clean and in good working order.
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d. Sell additional cases to accounts that need back stock especially if any holidays are occurring in the next week.

7. Have Pride in Your Work
   a. Be punctual and dependable.
   b. Conduct all company business in an honest and straightforward manner.
   c. Be able to solve everyday work problems in a logical and effective manner.
   d. Be able to cooperate and relate effectively with management, customers, and co-workers.

8. Have the Proper Equipment
   a. Keep available your Sales booklet including current sales and share information, as well as handheld, calculator, and sales bag where applicable.
   b. Ensure that vehicle is inspected according to company procedures
   c. Immediately tell the Warehouse Operations Manager or Assistant Manager of any problems with your company vehicle.

9. Drive safely
   a. Drive in a safe and legal manner.
   b. Advise your District Manager of any accidents according to company procedures.
   c. Notify you District Manager immediately if you are charged with any offense that might result in the possible revocation of your license
   d. Clean out the vehicle every day. Keep the vehicle in clean condition.

10. Chart your Results
   a. Go through cash-in procedure.
   b. Prepare route goals for the next day's visits. Discuss any sales strategies and/or challenges with your District Manager.
   c. Submit requested execution results to your District Manager by stated deadline. These results may include, but are not limited to number of cases sold, number of cases merchandised, number of facings gained, number of displays built, number of new potential accounts, voids closed.

11. Have Fun
   a. SBC's goal is to be not only the best executing distributor in the country, but also the place where people want to work. Be respectful, courteous, honorable and loyal to your fellow employees.

KEY RESULTS AND DELIVERABLES (WHAT DOES SUCCESS LOOK LIKE)
A. Exceed monthly KPI Goals
B. Achieve monthly sales goals while maintaining positive relationships with customers

KNOWLEDGE, SKILLS AND EXPERIENCE
- Prior Sales Experience
- High school education, college degree or equivalent practical experience preferred
- Excellent communication skills
- High energy
- Good mathematical skills
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- Organizational skills
- Knowledge of the beverage market
- Current driver’s license with clean driving record.

It is important that the job holder & the immediate manager discuss & agree on the details of this Job Description.