

JOB DESCRIPTION

Position: Regional Sales Manager (RSM), Central Region
Reports to: Senior Vice President, Global Sales
Category: Full Time

OBJECTIVE

- Improve the brand health of Ridge Vineyards in the Central US region by improving the depth and quality of distribution
- Deliver the stated volume, revenue, and profit objectives for the region, in a manner consistent with Ridge's values
- Improve communications with distributor partners, key retailers, and key restaurateurs
- Build relationships with key customers and influencers in the region.

RESPONSIBILITIES

1. To ensure that the stated and agreed upon financial, volume, and profit goals for the region are achieved.
 - Set the marketing calendar with each distributor in the region, and update as needed
 - Deliver regional sales goals while working within stated budget constraints for travel, entertainment, meals, telephone, and distributor spending
 - Work with the Senior VP of Global Sales to set goals by product for each distributor and ensure that goals are monitored on a regular basis
 - Work with the Senior VP of Global Sales to set account sold and on/off-premise distribution goals for each distributor and ensure that goals are monitored on a regular basis.
2. The RSM must positively impact the brand in the following ways:
 - Gaining listings and relationships with prestige accounts
 - Monitoring margins and price points to ensure that the wines are not being sold too low or too high
 - Ensuring that the mix between on and off-premise sales are at specified levels
 - Helping build a broad base of distribution in both the on and off-premise markets
3. Travel to all markets in the region regularly, with a particular emphasis on the large markets, to be out in the field meeting with customers, working with distributor sales reps, conducting staff trainings, presenting at sales meetings, and generally communicating Ridge's key messages as often as possible.
 - The RSM is responsible for calling on key and target accounts, either on their own or in the company of a distributor sales rep. (Target number to be determined with the Senior VP of Global Sales).
4. Work with Marketing Team to coordinate in-market events designed to elevate the winery's position in the market, and to achieve annual and long-term objectives. The events may target accounts, sommeliers, distributors, and/or journalists. The events may feature members of Ridge's production and/or executive team.

GENERAL RESPONSIBILITIES

- Present and sell Ridge wines to accounts, working alone, as well as with distributor salespeople
- Conduct tastings and wine dinners in key restaurants and retail accounts
- Represent Ridge at trade and public tastings
- Forecast long-term, annual, and monthly sales as requested
- Be an effective and eloquent ambassador for the winery with all levels of customers: internal sales, distributors, trade, and consumers
- Continually evaluate market conditions and competitive activity
- Evaluate distributor depletions and inventories and identify problems and opportunities. Develop plans accordingly with the distributor
- Manage the sales of allocated and limited wines with distributors
- Actively visit markets, meet with key management of distributors and ensure Ridge Vineyards is receiving a commensurate share of the distributor's time and effort
- Ensure that mutually agreed upon goals are being achieved
- Train and motivate managers and salespeople in the distribution network
- Provide monthly reporting as laid out by Senior VP of Global Sales

PREFERRED LOCATION

Major market within the Central Region

REQUIREMENTS

- Bachelor's degree
- Strong wine knowledge and passion for wine
- Outgoing personality, with excellent written and verbal communication skills
- Strong distributor management skills (goal setting, programming, ability to conduct a business review)
- Knowledge of how to get things done with all sizes and types of distributors
- Established relationships with key sommeliers, buyers, and press
- Relationships with distributors in the region, particularly Ridge distributors
- Proficient computer skills, MS Office Suite, Salesforce and VIP a huge plus
- Ability to travel extensively
- Valid driver's license