

Alton Distillery's Salesperson for NY upstate and Metro designated areas
GENERAL ENGAGEMENT CONCEPT DISCUSSION PLATFORM

Alton Distillery
Setting the scene...

Thanks for your interest in this opportunity with Alton Distillery. We own some exquisite brands such as Lachlan Whiskeys, Peace Vodka, Fearless Gin, and Futura Mixed Drinks, other upcoming Brand. As we start to tantalize your taste buds and whet your appetite for a career here with us at Alton Distillery, you will really get to understand just why our team members and customers are indeed so passionate about all things Alton Distillery!

We are Alton Distillery, a dynamic whisky and spirits business operating in New York, nationally and internationally. We are producers of multi award winning premium spirits as part of our exquisite portfolio. Crafting Spirits with Passion is what we do best... not only are we brand builders, but we are also producers and distributors. We are a brand led, successful business with our spirits (people and brands), at our very core. Driven by passion, enthusiasm, and solid business values, we are a business you will want to take a look at!

Our NY Sales Opportunities...

Our customers are the lifeblood of our business. Their needs and wants to impact every aspect, from product development to content marketing to sales to customer service. That is why here at Alton Distillery our sales professionals are relationship builders first and foremost, possessing solid commercial acumen and having mastered the art of effective listening.

As we continue to grow and expand, we now have several exciting brand-new opportunities for experienced sales professionals to join our US sales team.

Areas Sales Person for NY upstate and Metro

This is a role which will report directly to the Alton Distillery Business Unit Managing Director and the existing team. The role will also have overall accountability for the development and delivery of the core regional sales plans and strategies, whilst also supporting the development of the regional sales managers with the creation and execution of their local plans and objectives. People leadership is central to the success of this role.

So, to give you a little taster of the role, here are some examples of the key accountabilities

- Having sales and P&L accountability for the Alton Distillery portfolio, within the key sizeable regional geographies, across multiple sales professionals
- Developing and executing the area regional sales strategy and plans **off premise and on premise**
- Working in conjunction with the wider team and directly with the Head of Regional Sales to develop Alton Distillery strategic targets, business plans and brand executions/activations for the area and for individual sales professionals,
- Displaying significant thought leadership and 'best in class' leadership of people, to consistently ensure the sales team of the optimal levels of accomplishment in order to continue to deliver core successes,
- Refining relevant sales metrics, and monitoring and driving success with the team as a whole and through individual team members,

- Analyzing data and predicting trends to drive constant evolution and development of right sized and best fit sales strategies,
- Working through the team to effectively initiate and implement trade and consumer programs that support Alton Distillery brand strategy and the relevant regional sales team
- Increasing distribution, throughput, and visibility of our brands,
- Pro-actively contributing to the evolving regional (and overall US) market plans and strategies, continually recommending improvements to how we perform,
- Maintaining accurate and scalable customer and activity records and embedding a culturally aligned model of best practice in all these regards
- Owning the regional and US pricing matrix for Alton Distillery benchmarking and delivery
- Hands on sales delivery / account management of key accounts as applicable.

To be considered for this opportunity, candidates must have previous leadership experience, being able to demonstrate the results of directly line managing a team of regional sales professionals in the whisky/spirits industry.

We are also looking for someone who has worked in a sales role in ideally in the whiskey and/or wider spirits, drinks or luxury industries, within the geographical areas noted.

Having had significant previous responsibility and sole accountability for managing significant P&L accounts, we are looking for candidates who can also demonstrate a strategic and data driven approach to selling, being able to work through a team and set and refine relevant KPI targets and metrics.

Experience

in establishing commercial structures to support sales and reporting mechanisms, are also fundamental requirements.

In addition to engaging and charismatic people leadership, we are looking for candidates who can demonstrate successful relationship building, a sophisticated and strategic approach to customer and account management activities and first-class closing techniques!

Previous experience successfully selling directly to both the off trade and on trade and to niche and boutique trade customers is also essential prerequisites. Candidates must be able to demonstrate previous successes in a similar sales role and be able to clearly show how they will leverage their existing networks and customer contacts.

As this role has elements of both hunting and farming approaches, we are looking for a well-rounded sales professional who has experience in both specialisms in the sector/s identified. The above are all fundamental skills and experiences which are required in order for us to consider you for this unique opportunity.

If you have the drive, passion, enthusiasm and ideally knowledge of the whisky and spirits industry (or other drinks or luxury brands), and have significant experience leading a sales team, then this opportunity should really tantalize your taste buds... especially if you are also looking to join an entrepreneurial and growing company! In addition to the above requirements, we are looking for candidates who have a degree level qualification, who are fully PC literate and who have a full clean driving license (given the regional travel nature of the role).

This is a challenging and rewarding role and candidates must be able to clearly demonstrate just why their skills and experience perfectly match those that we are looking for. So, if in amongst all your unique talents, you have a curious mind, enhanced influencing, negotiation, and relationship building skills and you can

truly describe yourself as an effective leader and a hungry and results driven salesperson, then we would love to hear from you!

Solomon Ellner
Chief Executive Officer

Alton Distillery's Salesperson for NY upstate and Metro designated areas

Early salary: TBD

Commissions on Total Wholesale Upstate NY sales: TBD

Commission on Total Wholesale Metro NY sales: TBD

Health insurance: TBD

401K; discussion after 6 months of performances.

Target sales: TBD

Reimbursement Phone Mobile, Auto mileage, Clients Entertainment, Package TBD