



<b>Job Title</b>	Sales Representative - Full Time
<b>Reports to</b>	Head of Sales

## Background

Modist Brewing Co. is a fast growing production brewery in the North Loop neighborhood of Minneapolis. Opened in April of 2016, Modist is comprised of industry veterans with a passion to bring new and exciting beer experiences to the Twin Cities and Minnesota beer scene.

The premise of our brand is to develop beers that defy the current brewing convention and embrace all facets of the beer consumption experience. These beers will be new to the world in their uniqueness and will highlight original recipes that focus on **flavor** over **style definition**. Our vision statement captures this:

*At Modist, our aim is to modify beer and how it is perceived by defying rules and expectations. We don't abide by established style guidelines and refuse to bend to pre-conceived notions. We push past traditional brewing by embracing creativity and unconstrained experimentation, taking an innovative approach to ingredients and techniques in order to harness raw inspiration and consistently create new and unique beer experiences.*

## Job Purpose

At Modist, we are dedicated to creating the most unique and highest quality beers available. We value highly skilled, dedicated, and passionate people to help grow our brand and create an unrivaled company culture.

A Modist Sales Rep will be charged with promoting and growing (business development) the Modist brand among accounts throughout the metro area while maintaining outstanding customer service to our existing accounts (account maintenance).

**Duties and Responsibilities** include the following and may be expanded upon:

- Commit to and support the Modist vision and become a Modist brand ambassador
- Develop and add to existing Sales Plan for assigned Sales territory / list of On-Premise and Off-Premise accounts
- Assist in the creation of Quarterly sales volume projections by account / by product and accurately complete true-ups
- Grow the Modist account footprint in the assigned territory by creating strong partnerships and relationships with key staff members in a manner that is ethical and genuine to the brand
- Develop and adhere to a consistent account visitation schedule - one that makes most efficient use of time and company resources
- Gain distribution of new products and continue the sales of existing products
- Be prepared to quickly and expertly fulfill and anticipate the needs of existing accounts (deliveries, tap handles, troubleshooting, menu recommendations, etc.)
- Execute on Modist's commitment to improving accessibility of beer education by conducting account staff trainings and/or providing tours of our facility as needed
- Communicate on daily basis w/ Sales Manager and Head of Sales regarding orders, trends, seasonal considerations and all other sales related issues
- Keep an up-to-date log of visited accounts, managers/beer buyers and any additional information relevant to each account
- Collaborate with Head of Sales, other Sales reps, the Modist Marketing team, and/or taproom / owner group to develop and ideate new and unique ways to continuously promote and expand the Modist brand(s)
- Serve as eyes and ears to the marketplace: communicate opportunities, issues and market intelligence with all appropriate internal and external stakeholders via written, verbal and electronic means
- Drive the business - strive to over-deliver against all volume and revenue goals (plans)
- Lead representation at external (festivals, events, liquor store tastings etc.) and internal (taproom/brewery) events as necessary (even on weekends); this includes set-up, pouring, tear-down, transportation
- Analyze sales data to identify sales opportunities and predict trends
- Work with the Marketing team to develop Sales materials (sell sheets, presentations) necessary to effectively communicate and sell Modist products
- Maintain a professional image and demeanor at all times - one that is authentically consistent with the individual's personality and the Modist brand

## **Sales Qualifications**

- Outgoing, pleasant personality, highly organized and self motivated, with good communication skills
- 2+ years of sales experience preferred
- Previous beverage industry experience required
- Reliable vehicle, valid insurance and clean driving record....NO DUIs
- Available to work nights and weekends
- Ability to lift and/or move up to 55 pounds and occasionally maneuver 165 lb. kegs. w/ help from a dolly

## **Knowledge Requirements**

- Intimate knowledge of Modist Brewing's history and portfolio of products
- Strong knowledge of craft beer industry and its retail consumers
- Minimum Certified Beer Server® or BJCP certifications
- Intimate knowledge of the Twin Cities and Minnesota beer scenes
- Use of spreadsheets and other communication and tracking tools
- General understanding of the brewing process and knowledge of basic beer styles
- Familiar with MN laws regarding On/Off Premise sales including "pay to play", etc.

## **What Modist Employees Can Expect**

At Modist, we pride ourselves in creating a superb working environment. As a member of the Modist team, you can expect to be:

- Compensated well and fairly based on responsibilities and position
- Involved in the evolution and growth of the company
- Informed about company decisions and performance as well as your own performance (via biannual performance reviews)
- Empowered to make decisions that are in line with overall company goals
- Trusted to execute your duties responsibly and to be an ambassador of the Modist brand
- Continuously challenged with increased levels of responsibility commensurate with outstanding performance
- Valued and appreciated for your contributions
- Promoted / rewarded for your efforts
- Provided with mentorship and learning opportunities related to craft beer