



## **Outside Sales Representative at South Lake Brewing Company - May 2024**

South Lake Brewing Company is looking to hire an Outside Sales Representative to help maintain and grow our presence in the Tahoe Basin and Northern California Areas. We are a small, self-distributed brewery and the Sales Representative will be responsible for maintaining strong relationships and developing new relationships with key accounts while also promoting and educating the public on our brand. Passion and enthusiasm for craft beer is a must, as is a strong commitment to hard work and personal integrity.

The Outside Sales Representative would report directly to Chris Smith, the Director of Operations at South Lake Brewing Company. This position will be up to full-time, as necessary with seasonal variation. The Outside Sales Representative is responsible for selling and delivering our beer directly to California reseller accounts.

### **Responsibilities of this position will include but are not limited to:**

- Create and maintain strong, long-term relationships with our in-house SLBC team and customers
- Receive orders from reseller accounts and properly enter purchase orders/customer invoices into EKOS with correct and accurate information
- Develop sales goals and action plans to grow the SLBC brand and provide accurate sales forecasts (\$ and BBLs per region/customer type/month/style) to management and production in a timely manner
- Communicate beer availability to and manage allocation of product between reseller customers
- Create efficient delivery schedules and routes and deliver beer to reseller and taproom customers. Ensure invoices are delivered on time and according to schedule
- Ensure keg deposits and credits are applied correctly to customer invoices and accounts
- Plan, manage time, and prioritize as necessary. Ability to manage multiple focuses in a timely fashion is required
- Deliver packaged beer product, kegs and cans, to wholesale accounts throughout Tahoe and Northern California
- Obtain customer receipt signatures from accounts on all delivered invoices. Note QR code of Keg Shells delivered and picked up to accurately manage keg inventory
- Post delivered invoices in EKOS and email out electronically to customers within 3 business days of delivery
- Clean and inspect draft lines for local customers who keep a permanent handles of SLBC beer to ensure the highest quality
- Work with the Accounts Receivable department to ensure timely payment of invoices. Help identify and communicate with customers that are falling behind in payments to ensure they are no longer sold additional products and pay all overdue invoices

### **Expectations & Requirements:**

- Excellent communication skills when interacting with customers, management, and coworkers.



- Digital literacy skills with a focus on Word, Excel, PowerPoint, various social media, industry programs such as EKOS and more. The commitment to work some nights and weekends. Solid time management and prioritization skills are expected
- Focus on “problem solving” more than “problem identifying”
- Valid driver's license, registered and insured vehicle, and ability to drive to and from accounts continuously is required. Must be 21 years of age and no driving record incidents
- Physically capable of a variety of duties including but not limited to repeated lifting of 50 pounds or more without assistance, extended amounts of sitting, standing, stooping, crouching, and climbing
- Ability to lift and move cases of beer (approximately 25 lbs) as well as lift/move 50-pound kegs; ability to handle and use a dolly and ramp for larger kegs (up to 160 lbs).
- Craft Beer knowledge! The ability to educate people from all levels of knowledge on the merits of craft brewing and specifically South Lake Brewing is a must
- Able to demonstrate strong retail and wholesale oriented math skills, understanding of gross profit, gross margin, pricing strategies, and discounting structures will be necessary
- Previous sales and/or delivery experience preferred
- Ongoing education and personal development in all areas is expected

#### **Compensation:**

- \$20-\$25 hourly + Tiered Commission based on wholesale revenue and experience
- Mileage & technology use reimbursements
- Ability to make Overtime and Double Overtime in accordance with CA law

#### **Perks of the job:**

- Be a part of the growing SLBC team (less than 50 employees) and work for a local small business and a staple in the craft beer community of the Lake Tahoe Basin.
- Live and work in South Lake Tahoe, CA enjoying all the perks of the jewel of the Sierras in your backyard!
- Discounted, and on occasion free, product including draft beer, beer to-go, merchandise, food, and more
- Opportunity to participate in a 401K Program
- Ability to request unpaid time off if paid time off is not accrued yet with manager approval
- Full-time (working on average 30+ hours a week) team members will receive:
  - An opportunity to participate in the company health and dental benefits plans
  - Accrued 10 days (80 hours) of Paid Time Off annually and can be taken upon approval
  - 2 consecutive days off a week

Individuals who meet the qualifications and are interested in applying for the job, please send your resume and statement of interest in an email to [galina@southlakebeer.com](mailto:galina@southlakebeer.com).