



## Spiritfruit Open Position: Sales Manager (New England)

### Our Story

The inspiration for Spiritfruit came to us while socializing with friends and family at our hometown beach in Duxbury, Massachusetts. We realized there was no easy way to bring our favorite drink with us to the beach and we were tired of settling for fake tasting or sugary alternatives.

### Our Solution

Our goal has been simple from the beginning, to create a delicious and refreshing canned vodka soda using only real, clean, and all-natural ingredients.

Spiritfruit Vodka Sodas launched their latest products in 2020, and is quickly becoming known as the best tasting vodka based RTD on the market! Spiritfruit is positioned perfectly to capitalize on the shifting consumer demands for beverages made with REAL vodka and REAL ingredients. Our vodka sodas are crafted with 5x distilled premium vodka and real fruit juice without the added sugar, chemicals, and artificial ingredients.

We are passionate about delivering a great tasting beverage with real, quality ingredients that you can feel good about drinking and will enhance your experience!

To learn more, please visit <https://www.spiritfruitbev.com/>

### Position Description - Sales Manager (New England)

The Sales Manager will be responsible for establishing and executing Spiritfruit's sales strategies in all New England markets. You will be managing distributor and retail relationships, managing sales and promotional budgets, executing marketing plans, and identifying new business opportunities while maintaining existing account relationships. The Sales Manager will be responsible for delivering sales and distribution volumes, merchandising and pricing performance, and managing all aspects of the New England territory.

This role will work closely with the founders, distribution partners, as well as key account management to execute the strategic goals of Spiritfruit. The ideal candidate thrives in a fast-paced environment, is hungry to join a rapidly growing young brand, and has at least 3-5 years of experience in a sales leadership role with a proven track record of growing brands in the alcohol space.

### Job Responsibilities

- Work directly with the CEO and distribution partners to build a successful plan of growth in each territory
- Own the NE territory and manage all aspects of the sales process and account management
- Spend 50% of time in the field developing relationships with retail accounts while constantly seeking new opportunities for expand distribution
- Maintain consistent communications with distribution partners to monitor sales goals and keep Spiritfruit top priority
- Design and implement incentive programs intended to motivate distribution partners to maximize sales objectives
- Monitor inventory and ensure proper use of POS placement, merchandising, pricing, and shelf placement
- Increase rate of sell through: Additional SKU placement, cooler visibility, displays, POS materials, checking inventory, coordinating tastings, etc.
- Be the primary point of contact for this account base and ensure they are up to date on product launches, excited about the brand, and educated on Spiritfruit's differentiators
- Develop strategic partnerships with key account buyers- chain accounts, independent retailers, grocery, on-premise, venues, etc.
- Schedule and conduct regular meetings and presentations with distributors, potential and existing chains, and independent retailers
- Coordinate participation in events such as beer fests, food festivals, and tastings
- Record daily activities and stay in the loop with all Spiritfruit initiatives- you will be an essential member of the team
- Meet and exceed monthly sales goals and volume targets
- Perform other duties as assigned

### Job Requirements:

- Minimum 3-5 years sales experience in the alcohol industry
- Direct experience in a beverage supplier, retailer, or wholesaler role
- Self-motivated and able to work independently and take initiative
- Team player
- Strong analytical and project management skills
- Exceptional interpersonal, communication, and presentation skills
- Ability to juggle multiple projects and wear many hats
- Ability to work a flexible schedule, some weekends
- Enthusiastic about working for an early-stage company and eager to create a category leader
- Utilize sales tools (VIP) to track sales and identify opportunities
- Willingness to travel

### Compensation

- Competitive base salary and performance-based bonus
- Expense and mileage reimbursement

### How to apply:

If interested, please email Caitlin Morris (founder) [caitlin@spiritfruitbeverages.com](mailto:caitlin@spiritfruitbeverages.com) with a resume, cover letter, and any references.