

JOB TITLE: DC Sales Representative
LOCATION: Alexandria, VA (Headquarters)
REPORTS TO: Director of Sales
POSITION TYPE: Salary with Commission

We are currently looking for a Sales Representative for the DC territory.

The Sales Representative works autonomously to focus on developing new accounts and maintaining current accounts within the industry. A high emphasis is placed on increasing the availability and visibility of products in new and existing accounts by using consultative sales tactics.

Any employee at Aslin Beer Company should be interested and willing to dedicate themselves to our company's Core Values:

Integrity: We take ownership for our actions, do the right thing even if no one is watching, and lead with truth, respect, positivity, and empathy.

Quality: We are relentless in our aim for excellence and are passionate about providing the best products, services, and experiences to our customers and to each other.

Innovation: We challenge the status quo, reject stagnancy and complacency, and strive to leave all things better than we found them.

Community: Through our contagious excitement and our passion for the Aslin brand, our customers, and our colleagues, we aim to foster a community that is welcoming and respectful to all.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Sell our entire Aslin Beer Company product portfolio.
- 100% focus on selling products and/or upgrading number of product lines in retail accounts (bars/restaurants, liquor/grocery stores/convenience stores)
- Identifying major accounts that are not being penetrated with Aslin products, and developing a plan to establish business with such accounts
- Improving conditions and merchandise accounts by building displays, resetting coolers and displaying point-of-sale items to increase visibility of the brand.
- Partnering with distributors to ensure orders are placed, products are received and business is growing at accounts
- Conducting waitstaff / bartender educations, beer tastings and evening promotions

IMPORTANT SKILLS & ABILITIES:

- Desire to build a career in sales
- Bachelor's degree required or equivalent in experience
- 1 to 3 years of proven results-oriented experience in outside sales or within the food & beverage industry
- An intense competitive spirit with an assertive, confident personality
- Strong sense of urgency and commitment to achieving results
- Excellent problem solving & communication skills
- Ability to work both independently and within a team to accomplish goals
- Demonstrated ability to plan and manage multiple responsibilities
- Valid driver's license, registered and insured vehicle, and ability to drive to and from accounts continuously
- Ability to lift and move cases of beer frequently
- Ability to climb, kneel, and stoop to arrange and display point-of-sale frequently

BENEFITS:

- Medical, Dental, & Vision benefits
- 401K with match
- Paid Time Off
- Discounted merchandise
- Discounted beer