



Sales Director

The Role

As the Sales Director at Ignite Brewing Company, you will lead all aspects of the sales function to drive successful distribution and sales of Ignite's craft beer. This role has a unique opportunity to help create and define the sales pillar for an exciting, fast-growing, and award-winning brewery. We are looking for a long-term partner with the vision, passion, and curiosity to build and lead a strong sales program and team to grow the Ignite brand.

This individual will be responsible for developing the sales approach and process, building relationships and driving new business at opportunity accounts, as well as, managing and growing sales and distribution in existing accounts. This role reports to the Sales & Marketing Pillar Lead of the Ignite ownership team.

Duties and Responsibilities

Sales Strategy

- Collaborate with the Sales & Marketing Pillar Lead to develop annual and future sales goals and market expansion plans that support the brand, the business, and financial objectives.
- Develop, manage, and refine the Ignite sales process, procedures, and sales reporting. Evaluate the best use of resources, tools, and software available.
- Lead sales reporting, including but not limited to: revenue and volume forecasts, monthly sales performance vs. goals, competitive insights and trends, key account progress, and areas of opportunity.
- Participate in the identification of distribution partnerships, and lead distribution relationships once established.
- Lead pricing strategy and analysis.
- Oversee Sales Department Actual vs Budget reporting.
- Be engaged in the company's strategic goals and support the company's mission of Making Beer Make a Difference through Curiosity, Community, and Craft!

Sales Management

- Lead the execution of sales strategies, objectives, and tactics with the sales and distribution team.
- Lead the process to develop relationships for accounts that are not currently customers and develop a plan to establish business with the sales team.
- Serve as lead point of contact for potential new accounts and all sales-related inquiries about Ignite Brewing Company
- Directly call on accounts, sell in initiatives, i.e.: new beers, marketing promotions, point of sale materials, etc. that result in successful sale, distribution and placement of Ignite beer.
- Build and maintain positive relationships with and promote the good will of the company. This includes but is not limited to: managing difficult customer situations, responding promptly to customer needs, gathering customer feedback to improve products and service, and meeting customer commitments.
- Provide education and training about our beers and brand to key accounts
- Ensure that all beer in distribution at accounts is rotated and code/compliance policy is followed.
- Manage sales invoicing, keg delivery and retrieval process, and associated data / reporting.
- Maintain up-to-date awareness of company activities and work with Marketing to support programs in key accounts.
- Lead the team representing Ignite at customer events, tap takeovers, dinners, tastings, festivals, and other events as needed

Team Management

- Manage the recruiting, hiring and on-boarding of Ignite's distribution sales team
- Actively communicate and work collaboratively with Ignite sales team including setting sales objectives, key account priorities, distribution targets, and processes
- Manage the development, performance, and division of work required of the Ignite sales team.

Performance Requirements

- Must have a passion for craft beer and Ignite brand!
- Self-driven, self-motivated, results-oriented, positive attitude, and confident. Accountable for measurable, high quality, timely results.
- Strong analytical skills and problem-solving skills - think outside the box to generate new ideas, solve problems, and provide solutions.
- Communicate and build relationships effectively with supervisor, Ignite team, current and prospective customers on a professional level.
- Interact collaboratively, communicate, and present ideas. Outstanding verbal, written, presentation and influencing skills.
- Meet deadlines and work well under pressure.
- Organize, manage, and thrive in a fast moving, evolving, yet collaborative environment with multiple projects/tasks.
- Work a varied schedule, including some evenings and/or weekends for events.
- Work independently and in a team.

Qualifications

- Minimum of 5-7 years of sales management experience within consumer products or beverage/alcohol industry.
- Prior direct sales team management. Wholesale distributor management a plus.
- Bachelor's degree; emphasis in business, marketing or sales a plus.
- Proficient in MS Office Suite: Word, Excel and PowerPoint. Experience with Ekos a plus.
- Valid driver's license with a clean record, proof of auto insurance, and reliable transportation
- Ability to take and pass a background check.
- Must be 21 years of age or older