



## Position Profile: Sales Representative

### Tuatara Brewery

Our mission is to liberate the world from the tyranny of bad beer.

Our philosophy is real beer, real people, real brewery, real ingredients, true-to-style with a Kiwi twist.

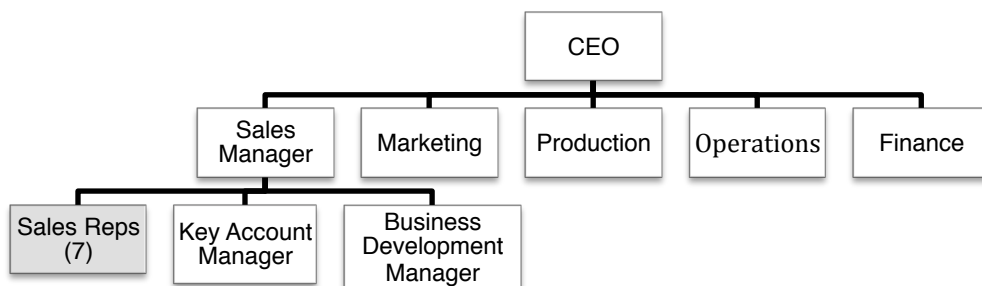
We value Brand Integrity, Communication, Ownership, Respect & Trust, Customer Focus, Financial Returns, Health & Safety.

### Purpose of Role

Provide outstanding service and support to all Tuatara customers, achieve sales targets for the region and make Tuatara New Zealand's 2016 Champion Craft Brewery.

### Structure & Key Relationships

Reports to: National Sales Manager  
Business Area: Sales  
Location: From home office, on the road and onsite with customers



The Sales Representative works collaboratively with:

- Marketing team
- Key Account Manager
- Business Development Manager
- Customer care/orders
- Logistics team

## Key Areas of Responsibilities

- Achieve sales targets for the region, through growing existing accounts and opening new accounts.
- Provide outstanding sales, service and support to all customers, including:
  - Developing and executing Key Account Plans for key customers
  - Maintaining agreed call cycle
  - Building strong, professional relationships with customers
  - Delivering Tuatara tastings and training, in conjunction with in-region tasters and Tuatara brewers and team
  - Effectively merchandising and positioning product within store
  - Executing promotional and brand support initiatives
  - Promoting new product ranges
- Execute structured sales processes, including:
  - Ground up forecasting – by territory, account and product
  - Key account planning
  - Monthly reviews with Sales Manager
  - Accurate and timely logging of calls to the database
  - Developing and delivering sales presentations
- Work with marketing to execute product launch programmes
- Reporting, as required
- Special projects and other duties as may be required

At Tuatara, we are a Results Only Work Environment. We focus on what you **achieve** versus what you do. Within your key areas of responsibility, we develop a Personal Performance Plan (PPP) annually which is linked to the company Strategic Plan. Your PPP has clear Deliverables, Key Performance Indicators and timeframes.

## Requirements for Success

- Demonstrated sales success with leading consumer brand(s)
- Passion for craft beer and Tuatara
- Outstanding people skills, able to easily engage with a wide range of people
- Strong presentation skills, in particular the ability to structure a presentation, present material in a way that resonates with the audience, summarise key points, finish on a strong note, and close the sale
- Customer focussed, problem solver and able to turn issues into opportunities
- Strong organisation and planning skills, with superb focus and attention to detail
- Strong Microsoft Excel, Word and Powerpoint skills
- Clean and full drivers licence
- Excellent communication skills
- Highly adaptable and able to work well in a high growth environment
- Commercial, able to translate interest into sales
- Team Player
- Enthusiastic with a can-do, go get'em attitude
- Committed to Tuatara's brand values