

“We Build Brands”

Sales Manager – Non-Alcoholic Beverages

Come to work in the exciting Beverage Industry! Atlas Distributing Inc., is a family-owned, family operated full-service beverage distributor servicing licensed and non-licensed customers throughout the central Massachusetts market since 1933. Our mission is to be the number one sales, delivery, merchandising, and customer service organization in the beverage industry. We have been voted the Best Overall Company to work for by the Worcester Telegram and Gazette.

Sales Manager – Non-Alcoholic Beverages Responsibilities:

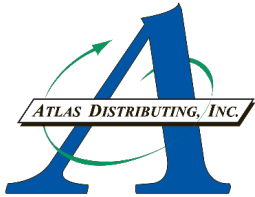
Spearhead development and implementation of highly effective sales, marketing and customer relations strategies for Atlas’ Non-alcoholic (N/A) brands. Build, train, and lead teams to deliver customer base and revenue growth. Develop and monitor sales and marketing plans, goals, budgets and forecasts. Build, develop and maintain excellent relationships with Atlas’ supplier partners. Work cross-functionally with both internal and external customers.

- Lead N/A Sales teams to achieve and exceed sales, distribution, merchandising goals. Manage budgets to meet profit and expense goals.
- Manage supplier relationships to build goals, ensure execution standards, inventory management, and communicate growth opportunities.
- Prospect for new brand opportunities to continuously offer beverages across a wide variety of segments.
- Cultivate and grow new brands through effective introductions and appropriate market focus.
- Seek out opportunities for new brands and developing segments. Build relationships with potential new suppliers, and the ability to add them to Atlas’ portfolio.
- Develop and maintain strong relationships with supplier personnel, serving as point of contact and taking responsibility for the overall supplier performance and relationship with Atlas.
- Represent Atlas, as requested, at industry meetings such as the Northeast Independent Distributor Association (NIDA).

Sales Manager – NA Beverages Requirements:

- Minimum 5 years non-alcoholic beverage and/or consumer goods industry sales and product experience required
- Secondary education degree preferred
- Minimum 2 years previous supervisory and team leadership experience required
- Demonstrated ability to train, coach, guide, and mentor others
- A positive approach to work and the ability to inspire positivity in others
- A desire to help, develop, nurture and otherwise support others in their pursuit of career success
- Computer Skills including: Excel, Word, PowerPoint, Outlook
- Effective communication, leadership, and presentation skills
- Management skills - planning, organizing, problem solving
- Self-motivated, ability to work autonomously, attention to details
- Clean driving record and valid driver’s license

Sales Manager Non-Alcoholic Beverages Comprehensive Benefits Package



"We Build Brands"

- Medical & Dental insurance
- Company paid Disability and Life insurance
- 401k retirement plan with 50% Company Match up to 6%, plus \$1,250.00 company contribution
- Paid Holidays and Vacation
- Job Type: Full-time