



## Atlas Sales Representative (Small Format) - Non-Alcoholic Division

The primary role of the Atlas Sales Representative is to build, develop, and grow the Non-Alcoholic business in all small format segments to the standards and practices of Atlas and our brands.

### **Responsibilities include:**

The Atlas Sales Representative will be responsible for our brands distribution throughout the respective channels in their assigned territory while selling and stocking product for an assigned area. The sales representative is responsible for growing product sales and placement of brand displays at all assigned stores on their route. Sales representatives are responsible for upselling our brands including cooler space, additional points of sale and brand displays. This position reports to the Sales Supervisor – Non-Alcoholic Division.

### Key Initiatives

- Manage pre-sell call route and grow sales within existing territory.
- Attend supplier meetings and events to represent Atlas Distributing.
- Execution of initiatives to reach sales, distribution, and merchandising goals.
- Execution of goals for Monthly Bonus Opportunity.
- Execution of selling strategy to maximize our brands.
- Minimizing Out of Code and Out of Stock SKU's in accounts.
- Adding distribution while managing and upholding brand's programs to independent accounts.
- Building strong working relationships with managers and decision makers.
- Growing account base and brand presence in assigned territory.
- Meeting our brands distribution standards and brand mix throughout account base.
- Maintaining compliance and maintenance of cooler equipment and additional points of sale.
- Upselling accounts with additional points of sale and displays.
- Managing A/R and pricing within independent channel and parts of chain business if needed.

### Channels include:

- All Large and Small Format – principally Convenience, Drug, Grocery, Non-Traditional.

### Position Requirements:

- Self-motivated, ability to work autonomously.
- Possesses basic selling skills.
- Management skills - planning, organizing.
- Strong time management skills.
- Effective communication skills.
- Knowledge of Atlas' brands and it's SKU base.
- Ability to use IPAD to perform sales calls, transmit orders, and reconcile delivery invoices.
- Maintain clean driving record and valid driver's license.
- Able to pull, push, and move up to 45 lbs.

### EXPERIENCE NEEDED

- Prior beverage sales experience preferred.
- Knowledge of the beverage market preferred.
- High school diploma or GED required.
- Secondary Language skills are a plus.