



Atlas Distributing, Inc. – Auburn, Massachusetts

On-Premise Sales Representative

Position Summary

Atlas Distributing, Inc. is seeking a motivated, relationship-driven On-Premise Sales Representative to grow a customer base of restaurants, bars, taverns, hotels, clubs, entertainment venues, and other licensed on-premise accounts throughout our distribution territory. This position is responsible for increasing sales volume, developing new business, executing supplier programs, and providing exceptional customer service while representing Atlas Distributing and its supplier partners professionally.

The ideal candidate is energetic, organized, self-motivated, and passionate about the beverage industry.

Essential Duties & Responsibilities

- Develop and maintain strong relationships with existing on-premise customers.
- Identify and open new on-premise accounts within assigned territory.
- Achieve monthly, quarterly, and annual sales goals.
- Sell and promote Atlas Distributing's portfolio of beers, ready-to-drink beverages, and non-alcoholic beverages.
- Present new products and promotional opportunities to customers.
- Increase distribution, draft placements, menu features, and merchandising/visibility.
- Ensure product is rotated and fresh at retail.
- Execute supplier programs, features, menu placements, merchandising, and promotional events.
- Conduct regular sales calls according to assigned route schedule.
- Monitor inventory levels and recommend appropriate order quantities.
- Resolve customer concerns promptly and professionally.
- Maintain accurate customer records and sales activity within VIP software.
- Conduct market surveys regarding competitors, pricing, trends, and consumer preferences.
- Attend supplier meetings, sales meetings, training sessions, and product education events.
- Work closely with delivery, merchandising, warehouse, and customer service teams to ensure exceptional customer satisfaction.
- Maintain professional knowledge of beer and beverage styles, brewing processes, food pairings, and industry trends.

Qualifications

- High school diploma or equivalent required; college degree preferred.
- Previous beverage, food service, hospitality, or outside sales experience preferred.
- Strong communication and interpersonal skills.
- Excellent negotiation and presentation abilities.
- Ability to work independently while managing multiple priorities.
- Strong organizational and time-management skills.
- Comfortable using smartphones, tablets, Microsoft Office, CRM software, and ordering systems.
- Ability to build long-term customer relationships.

Physical Requirements

- Frequently lift and carry up to 75 pounds.
- Ability to stand, walk, bend, and climb stairs during customer visits.
- Ability to work in bars, restaurants, coolers, storage areas, and event venues.
- Ability to travel daily throughout assigned territory.

Requirements

- Valid driver's license with an acceptable driving record.
- Reliable transportation.
- Proof of automobile insurance.
- Ability to pass any required pre-employment screenings.
- Must meet the legal age requirements for selling alcoholic beverages.

Key Performance Indicators (KPIs)

- Sales volume growth
- New account acquisition
- Distribution gains
- Draft line placements
- Product feature execution
- Menu placements
- Sales call frequency
- Customer retention
- Supplier program execution
- Collection of market intelligence

Working Conditions

This position requires extensive travel throughout the assigned territory and occasional evening or weekend work to support customer events, supplier promotions, festivals, and beer dinners.

Why Join Atlas Distributing?

Atlas Distributing, Inc. has built its reputation on exceptional customer service, strong supplier partnerships, and a commitment to helping our customers succeed. Our sales team plays a vital role in representing premium beverage brands while building lasting relationships throughout the communities we serve.

Atlas Distributing, Inc. is an Equal Opportunity Employer and values diversity in the workplace.