



BEER & BEVERAGE SALES/MERCHANDISING REPRESENTATIVE – ATLAS DISTRUBUTING

Now's the time to join the exciting Beer & Beverage industry! Atlas Distributing Inc., whose market area covers central and western Massachusetts, has immediate full-time openings for a Beer & Beverage Sales/Merchandising Representative in Berkshire County.

Build, develop, and grow the beverage business, in large and small format segments, to the standards and practices of Atlas and our brands.

The Atlas Sales/Merchandising Representative will be responsible for distribution of our brands in their assigned territory, and is responsible for growing product sales, placement of brand displays and managing rotation at all assigned accounts on their route.

SALES/MERCHANDISING REPRESENTATIVE Responsibilities:

- Manage pre-sell call route and grow sales within existing territory.
- Attend team and supplier meetings, as well as events to represent Atlas Distributing.
- Execution of initiatives to reach sales, distribution, and merchandising goals.
- Execution of goals for Monthly Bonus Opportunity.
- Be able to effectively educate accounts on Atlas' brands and SKUs, as well as pricing.
- Execution of selling strategy to maximize our brands.
- Adding distribution while managing and upholding brand's programs to independent accounts.
- Building strong working relationships with managers and decision makers.
- Upselling accounts with additional points of sale and displays.
- Merchandising product at accounts for maximum visibility and sales execution.

SALES/MERCHANDISING REPRESENTATIVE Requirements:

- Prior beverage sales experience preferred.
- Knowledge of the beverage market preferred.
- HS diploma or GED required. College experience a plus.
- Self-motivated, ability to work autonomously.
- Possess basic selling skills.
- Strong time management skills – planning, organizing.
- Effective communication skills.
- Ability to use IPAD to perform sales calls.
- Able to pull, push, and move up to 45 lbs.
- Secondary Language skills a plus.
- Valid Massachusetts driver's license with clean driving record.

SALES/MERCHANDISING REPRESENTATIVE Comprehensive Benefits Package Includes:

- Medical & Dental insurance



- Company paid Disability and Life insurance
- 401k retirement plan with 50% Company Match up to 6%, plus \$1681.00 company contribution
- Paid Holidays and Vacation

Compensation: \$50,000-\$75,000+ per year depending greatly on experience and skillset

Expected hours: 40 – 45 per week

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Health insurance
- Life insurance
- On-the-job training
- Opportunities for advancement
- Paid time off
- Retirement plan
- Tuition reimbursement

Payment frequency:

- weekly

Schedule:

- 8-hour shift
- Day shift
- Monday to Friday