

JOB DESCRIPTION

JOB TITLE: Area Sales & Marketing
REPORTS TO: Regional Manager



SPECIFIC TASKS:

1. Work with Distributor and Area Manager to schedule and attend sampling opportunities
 - a. Submit a completed Sampling Event Recap form for each event on a weekly basis.
2. Work with Distributor and Distributor Reps to OPEN NEW ACCOUNTS.
 - a. Track the Number of Jones Accounts for each assigned Distributor, by platform.
 - b. Report the Number of Jones Accounts by Platform, by Distributor monthly to H/O
3. At Existing Jones Accounts constantly work to:
 - a. Increase the number of Jones SKU's and Facings
 - b. Improve cold box shelf positioning to achieve Eye to Thigh placement
 - c. Increase the number of Jones Products (platforms) carried
4. Work with the Distributor and Distributor Reps to PLACE JONES POS.
 - a. Ensure Distributor Reps have adequate supply
 - b. Order POS & Wearables for Distributors to maintain supply
5. Sell Cases
6. Set-up and attend Sampling Events with focus on core demographic
 - a. Ensure all costs are pre-approved per Company Policy and Procedure
7. Complete Daily Call sheets and submit weekly to H/O

SPECIFIC OBJECTIVES:

1. Sample 5-10 Cases per day, a minimum of 3 days per week (when not selling)
 - a. Target a minimum of 4 samples per bottle of product.
2. Open 5 Accounts per day when selling.
3. Obtain an average of 12 facings of Jones products in Jones Accounts
 - a. Target: 6 Jones, 4 Naturals, 1 Energy, 1 WhoopAss
4. Achieve a score of 75% Eye to Thigh positioning.
5. Obtain an average of 3 Platforms per Jones Account
6. Put up an average of 3 pieces of POS per Jones Account
7. Sell 50 cases per day when selling
8. Conduct 15 Sampling Events per month

SUPERVISION:

This is a moderately supervised position

WORK EXPERIENCE/EDUCATIONAL REQUIREMENTS:

1. Strong written and verbal communication skills
2. Minimum 2 years Sales experience in Consumer Goods.
3. Must have dependable transportation and current drivers license.