



TERLATO
WINES
INTERNATIONAL

Position Description

Fine Wine Development Manager

Position Summary:

Responsible for working with the field sales, trade, and distributors/brokers to assist in executing the Terlato Wines International's (TWI) various wine sales and marketing programs, as well as assisting the sales team in developing educational and product knowledge tools to help sell TWI products effectively. This position is responsible for multi-state areas (typically 100% focus on top 10 key markets) and is responsible for partnering with local distributor/broker and TWI field sales teams to meet depletion, distribution and profitability objectives, although the incumbent is not directly responsible for distributor/broker management. The incumbent will be required to travel regularly. This position is heavily focused on providing training and education and hand selling of TWI's select brands to high profile on/off premise accounts and is assessed on progress in division against distribution and depletion goals. The incumbent is expected to understand and embrace the Terlato family philosophy, passion and company culture.

Position Responsibilities:

- Responsible for distribution, depletions, and high profile account performance of multi-state area.
- Spends 80% of time in top 20% of high profile markets within top performing states. Position requires extensive travel.
- Responsibility includes focus on selling new products and/or upgrading and expanding the number of TWI product lines in retail on/off premise accounts through hand selling and education.
- Execution of Pre-sells in high profile accounts with new & existing products in TWI portfolio.
- Key contact and liaison for TWI Producer Visits including planning and execution of events and in market activity with key suppliers
- Responsible for 60% account interaction and 40% Field Training with distributors/brokers and TWI Employees.
- Provides education and training (distributor/broker work withs) and assists in developing effective sales techniques and tools with Distributor/Broker Partners and TWI field sales. Utilizes product and business knowledge to educate Distributor/Broker Representatives and Accounts to increase product distribution.
- Works closely with TWI field sales and Distributor/Broker sales teams to coordinate the "Priority Wine List Program" with all key On-Premise accounts within the multi-state area.
- Provides exceptional customer service to accounts, conducts specialty wine tastings, events, sponsorships, promotional activities, waitstaff training and education and trade shows where legal.
- Develops relationships with key accounts in assigned territory to ensure awareness of brand portfolio.

- Develops brand-building programs in concert with strategies developed by brand and sales portfolio team.

Performance Measures:

- Execution: Ability to establish priorities and meet or exceed distribution and depletion goals.
- Results Orientation: Strong work ethic and drive for success.
- Judgment: Makes sound business decisions, in a timely, quality manner. Is a conduit for flow of information to TWI Executives
- Budget Management and Resource Utilization: Conscientious and efficient budget management. Maximizes company profitability and resources in the most effective manner.
- Leadership: Effectiveness in inspiring TWI to perform at maximum capability.
- Sales ability: Effectiveness in inspiring customers to purchase our products.
- Teamwork: Ability to work and communicate productively with colleagues and Sales Management.
- Reporting: Reporting back in writing on a regular basis on achievements and open items

Qualifications:

- Outstanding knowledge of high-end specialty wines; advanced certification a plus
- 7-10 years of experience in the wine/spirits industry
- Bachelor's Degree Preferred
- Reports to VP Marketing Estate Selections

Personal Skills and Qualities

- Outstanding knowledge and passion for high-end specialty wines
- Strong business acumen
- Commitment to Customers and Suppliers
- Competitive Urgency
- Pursuit of Excellence
- Results oriented
- Control of the facts of one's business
- Positive attitude and approach to others
- Accountability and Trust
- Excellent oral and written communication and persuasion skills
- Ability to sell concepts and ideas
- Ability to forge strong relationships
- Adaptability, flexibility, creativity and problem-solving skills
- Concise, articulate and productive communication style
- Self-motivation with the ability to manage competing priorities
- Passion for Work and Terlato Wines International

Position Data:

Department: Sales

Reports to: VP Marketing

FLSA Status: Exempt

Salary Range: