



*GG Distributing, LLC*

Wholesale Beverage Distributor

**RED BULL PRE-SALE ACCOUNT MANAGER**

**JOB PURPOSE**

Plan and implement pre-sales and marketing programs, both short and long range for the GG portfolio of Red Bull brands. Provide leadership, direction and motivation to the Sales & Marketing team to achieve GG sales targets and objectives.

**CLASSIFICATION:** Exempt- Outside Sale

**JOB RESPONSIBILITIES/ DUTIES/ QUALIFICATIONS**

- Identify potential areas for product growth within a store and plan out displays and sales opportunities.
- Develop and implement strategic marketing plans and sales plans and forecast to achieve corporate objectives for volume, profit and share.
- Develop and manage Red Bull sales/marketing operating budgets.
- Manage and direct staff including recruitment, selection and development to achieve Company goals and objectives.
- Establish service policy for all accounts that ensure customer service needs are met or exceeded.
- Develop and recommend Red Bull product positioning and pricing strategy to produce the highest possible long-term market share.
- Achieve satisfactory profit margin and market share in relation to preset standards and industry and economic trends.
- Establish an annual sales plan for each brand and key account, monitor performance regularly and adjust tactics as needed to attain goals.
- Ensure effective control of marketing results and take corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
- Oversee and evaluate market research and adjust marketing, strategy to meet changing market and competitive conditions. Monitor competitor products, sales and marketing activities.
- Establish and maintain relationships with industry influencers and key strategic partners.
- Guide preparation of marketing activity reports and present to executive management.
- Establish and maintain a consistent GG image throughout all product lines, promotional materials, and events.
- Direct sales forecasting activities and set performance goals accordingly.
- Direct staffing, training, and performance evaluations to develop and control sales and marketing programs. Direct market channel development activity and coordinate sales distribution by establishing sales territories, quotas, & goals.
- Represent company at trade association and supplier meetings.
- Meet with key customers, assisting sales representative with maintaining relationships and closing sales.
- Coordinate liaison between sales department and other departments.
- Analyze and control expenditures of Sales department to conform to budgetary requirements.
- Prepare periodic sales report showing sales volume and potential sales opportunities.
- Review and analyze sales performances against programs and plans to determine effectiveness.



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**RED BULL PRE-SALE ACCOUNT MANAGER, 2 OF 2**

- Be able to communicate orally or in written form effectively with co-management, internal and external customers.
- Prepare and submit regular reports on activities, sales volume and expenses.
- Keep information on competitive products, promotional matter, sales techniques, pricing and marketing policies. Inform executive team of competitive activity and conditions that would affect company interests.
- Generate creative solutions to problems and opportunities.
- Identify, resolve and develop alternative solutions to problems in a timely manner; gather and analyze information skillfully; use reason even when dealing with emotional topics or issues.
- Pursue training and development opportunities to improve skill sets and knowledge required in the position; shares expertise with others.
- Manage difficult or emotional customer situations; respond promptly to customer needs; meet commitments.
- Remain open to others' ideas and tries new things.
- Speak clearly and persuasively in positive or negative situations; respond well to questions; demonstrate group presentation skills; contribute and participate in meetings.
- Balance team and individual responsibilities; give and welcome feedback; contribute to building a positive team spirit.
- Exhibit confidence in self and others; inspire and motivate others to perform well.
- Understand business implications of decisions; demonstrate knowledge of market and competition.
- Work within approved budget; conserve organizational resources.
- Treat people with respect; keep commitments and work with integrity and ethically.
- Follow policies and procedures and complete administrative tasks correctly and on time.
- Prioritize and plan work activities; use time efficiently; set challenging personal goals and objectives.
- Approach others in a tactful manner; react well under pressure; treat others with respect and consideration regardless of their status or position; accept responsibility for own actions; follow through on commitments in a timely manner.
- Demonstrate accuracy and thoroughness and complete work in timely manner.
- Adapt to changes in the work environment; manage competing demands; change approach or method to best fit the situation; be able to deal with frequent change, delays, or unexpected events.
- Follow instructions and respond to management direction; keep commitments; commit to long hours of work when necessary to reach goals.
- Display original thinking and creativity; meet challenges with creativity and resourcefulness; generate suggestions for improving work and develop innovative approaches and ideas.
- Be able to write routine reports and correspondence and to speak effectively before groups of customers or employees.
- Possess a valid TABC license, current state driver's license and be able to meet company auto insurance requirements.
- Be able to regularly lift and/or move up to 45 pounds.

*NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as directed to meet the ongoing needs of the organization.*