



Employment offer

Title: Brand Ambassador (1344)

Workplace: Southern California – California

Company background:

Geloso Beverage is a medium-size business beverage importer. We offer a broad-based portfolio of beverages in key categories.

Position Summary

The California Brand Ambassador works with appointed distributors to develop and build our brands within the designated territory. This position requires some overnight travel and encompasses the Southern California market, with occasional visits to neighboring territories. Desired location of residence is San Bernardino or Santa Fe Springs.

Overarching Roles

- Manage & Increase brand visibility and sales
- Strong leadership and representative of Geloso Beverage portfolio brands at all times

Primary Roles

- Establish and build distribution of our brands by working with distributor network
- Solicit orders in key accounts
- Support Distributor in proper account merchandising and maintenance
- Conduct Distributor ride-withs on a regular basis (weekly) to ensure programs and priorities are on-track, and to help identify new opportunities
- Target and track new accounts and product placements
- Work with distributors in developing effective market plans and incentives
- Tracking and reporting all work successes on a weekly basis
- Work under direction of the Regional Sales Manager to meet monthly and quarterly sales goals
- Maintain and build strong rapport with distributor personnel.

Account management

- Sell new and expanded distribution to off-premise accounts
- Build and maintain strong relationships with the owners & managers of the top Off-Premise accounts within area of responsibility.

Execution inspection

- Establish and build distribution of our brands by working individually and with distributor network
- Support Distributor in proper account merchandising and maintenance
- Identify and communicate execution issues to Regional Sales Manager; ensure follow-up is made and issue is resolved.



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Expectation Indicators

- Learn how to use Vermont Information Processing (VIP) to track and manage all key sales leads
- Provide market insight and recommendations against the target account list and update as needed with new account openings, new opportunities, etc.
- Competitive tracking: report on competitive activity and watch for market trends
- Attend all relevant team meetings.

Desired Skills and Experience

- Minimum of 1–5 years' experience in sales & marketing in a related beer business
- Proven track record of success
- Knowledge of local beer market
- Strong written, verbal and public speaking skills.
- Proficient in Microsoft Excel, Word, PowerPoint, Outlook, and Web-based reporting tools
- Knowledge of and experience with Vermont Information Processing (VIP) a plus
- Clean driving record and proof of automotive insurance
- Position contingent upon successful completion of background check.

Communication skills

- Excellent interpersonal skills, diplomatic, persuasive, strong negotiating skills

Results focus/Teamwork

- Hands-on approach with can-do attitude; problem solving; resourceful; ensure constructive accountability for actions; collaborative but decisive

Please forward your resume to: hr@groupeomni.com

Please indicate reference #1344.