



T R I A L T O

Job Profile and Key Accountabilities

Position Title: Sales Representative

Reports To: Director of Sales

Location: Metro Vancouver & Whistler, BC

Position Summary:

A Sales Representative at Trialto works closely with the provincial sales team and respective Director of Sales to execute and achieve distribution, sales and marketing initiatives. The Sales Representative is responsible for growing product distribution, selling Trialto Wine Group wines and services, maintaining and developing Trialto's network of relationships and achieving sales targets as outlined by the Director of Sales . Distribution and sales targets will be met through effective management of designated territories with regular customer visits and utilization of the sales and marketing tools available. This position is also responsible for developing ongoing profitable relationships with customers and continually maintaining a professional image of the company. Integrity, passion, and in-person presentational skills are essential for this role.

A valid driver's license is required for the role.

Base salary commensurate with industry experience. Benefits package, auto allowance, cell phone. Pre-approved business related expenses are reimbursed.

This is a temporary 12 month position.

Key Accountabilities:

Trialto shared accountability: to be willing to do what is needed to serve our suppliers, customers, and colleagues, in line with Trialto values.

Set and track new customer distribution targets.

Track and report on key sales metrics with respect to customer network and territory activities as indicated by the Director of Sales.

Implement sales programs established by Sales Management and Marketing Director as indicated.

Achieve monthly sales targets as outlined by Sales Management.



T R I A L T O

Job Profile and Key Accountabilities

Track account and promotional spending and maintain spending within indicated budget.

Maintain accurate records of sales calls and expense reimbursement.

Make front line assessment of market conditions and advise sales manager and marketing director as needed.

Build and maintain ongoing awareness of new products and services, competitor activities and other market information.

Build and maintain strong consultative partnerships with territory customers and industry leaders.

Enter new customer data and update changes to existing accounts in the corporate database.

Attend weekly sales meetings, and periodic sales training where applicable.

Appropriately communicate brand identity and corporate position on a daily basis.

Support marketing initiatives by working trade shows, exhibits, and other events on an as needed basis.

Host Trialto suppliers throughout the year, set up itinerary with appropriate account calls which may include a supplier master class and wine dinners.

Ongoing wine/brand education.

Researching our producers and creating presentations for the team.

Ad-Hoc in-store tastings for consumers

Staff training/tastings for staff members of various sales channels (Private/Chain Retail, Licensee & Liquor Boards.

- Staff tastings on a brand, or select skus.

- Staff training on overall wine program with sales information for service.

- Consumer tasting/training at account events (ie. Present and speak for an event)

Share best practices with colleagues.

Address customer concerns in a professional, productive and timely manner.

Build your individual Trialto identity in the social media world.



T R I A L T O

Job Profile and Key Accountabilities

Key Relationships

Internal: Trialto sales team, portfolio / marketing and supply chain.

External: Retail and on-premise customers, private wine consumers.

Core Competencies

Teamwork and cooperation: create team spirit by speaking positively of others, promoting a friendly climate and strong morale, show confidence in others, recognize their ability to meet expectation and contribute, and give credit publicly to deserving team members.

Building collaborative relationships: the ability to develop, maintain, and strengthen partnerships with others inside or outside the organization who can provide information, assistance, and support.

Impact and Influence: implies the will to convince or influence others so that they end up supporting the speaker's plan or ideas. At this level one provides wine win solutions to targeted persuasion techniques and knows how to propose concrete solutions that mesh with each audience's needs or interests.

Concern for order and quality: consistently takes action to improve work processes, maintains strong attention to detail, and is committed to high standards of work product, includes the desire to see things done logically, clearly, and well

Organization & Time Management: Having a sense of urgency and completing work in a logical, clear, and well-defined way. Consistently monitors and checks work information, insists on clarity in roles and duties, and sets up and maintains information systems. This also includes checking the overall quality of one's work.

Thoroughness and Accuracy: a strong focus on processes and procedures, a knack to get things done right and in full completion, meets stringent deadlines and quality measures, ensuring that one's own work and others work, and information are complete and accurate, follows up to ensure agreements and commitments have been fulfilled.

Flexibility: ability to work in a variety of situations, understands and appreciates different and opposing perspectives and adapts one's approach to the environment of the person. Also, includes the ability to adjust one's plans to accommodate the team using good judgment within reason.



T R I A L T O

Job Profile and Key Accountabilities

Client Service Orientation: focusing on discovering the needs of the client and figuring out how best to meet them, knowing how to uncover underlying needs that often go unsaid, identifying the real needs of the client, and matching those needs with customized products or services.

Integrity and Relationship Building: achieves a high level of trust in relationships understanding the perspectives of individuals and/or groups, respects others, communicates high personal standards which reflect socially accepted norms, adheres to the organizations values and guidelines for conduct, is open and honest, keeps commitments made to others, and represents self truthfully.

Thoroughness: ensuring that one's own and others' work and information are complete and accurate; carefully preparing for meetings and presentations; following up with other to ensure that agreements and commitments have been fulfilled.

Communication: Listens, speaks, and writes clearly and concisely, provides timely, appropriate, and useful information to others, determining the most effective method of communication, and tailoring the message to the needs of the intended audience. Last, uses personal judgment to determine what information is useful to the coworker and clients.

Critical Thinking: the ability to break a situation down into smaller pieces to identify its key or underlying issues, cause-effect relationship and how it can be solved by establishing multiple relationships and analyzing these relationships among several parts of a problem or situation often using theoretical knowledge or extensive experience. Also includes general anticipation of obstacles and next step alternatives.

Discretionary Authority:

No direct reports or supervisees.

Key Performance Indicators:

- Meets monthly territory revenue and distribution targets including growing baseline customers/accounts
- Operate within annual expense budget.
- Maintain and grow market share for Trialto business vs overall market performance.



T R I A L T O

Job Profile and Key Accountabilities

Base salary commensurate with industry experience. Benefits package, auto allowance, cell phone. Pre-approved business related expenses are reimbursed.