

**SAME
CHALLENGE
DIFFERENT
ANSWERS**

SOMETHING
GLOBAL'S
BREWING



Title: Regional Sales Manager
Department: Sales
Reports to: Provincial Sales Manager

Company Background

Carlsberg Canada Inc. (CCI) is the Canadian Division of Carlsberg Breweries A/S which is the World's 3rd largest brewer and one of the fastest growing brewers in the World. With over 100 beer brands in our portfolio Carlsberg sells beer in over 140 countries worldwide while producing beer under license in over 40 countries.

Carlsberg Canada recently purchased Waterloo Brewing Ltd. so Carlsberg Canada includes the production, distribution and commercialization of Carlsberg and Waterloo products as well as various co-manufacturing partnerships.

Role overview

As a sales manager, you'll hire and motivate high-performing sales teams, and lead them to generate leads, hit or exceed revenue forecasts, and ultimately meet our customer needs.

Accountabilities:

- Your primary duties and responsibilities will be to achieve distribution, sales, volume, revenue and share growth targets within your respective team.
- Ability to build relationships and maintain effective working relationships with internal and external stakeholders to grow Carlsberg Canada
- Manage, coach, lead & develop the Ontario Sales Team in their Off Trade responsibilities including LCBO/TBS/Grocery & Convenience channels.
- Infield travel days 3 per week minimum.

- Establish business relationships with customers advise/provide recommendations regarding Carlsberg products, promotions and sales opportunities, and work with customers to develop account plans and priorities.
- Work with Sales Teams, Management and Customers to develop spending budgets and set targets. Hold regular business reviews with staff & customers to discuss performance and adjust or revise programs or targets as required.
- Manage regional expenses within established budgets for team members.
- Review sales data and apply knowledge of the region to identify opportunities and execute sales plans through Fact Based Selling
- Coordinate and execute various Key Account and Marketing programs as required and provide feedback with regards to the design, implementation, and effectiveness of programs.
- Champion merchandising standards and ensure Carlsberg Canada FIT guidelines are followed to influence space allotments and product visibility/accessibility based on analysis of sales.
- Maintain up-to-date customer information and sales data in customer relationship management software (CRM)
- Lead team meetings and provide the sales management team with detailed local market intelligence as required.
- Remain apprised of industry trends and changes to the competitive environment.
- Perform other related duties as required.

Qualifications:

- Sales Professional with at least 5 years of experience in sales & sales management, preferably alcohol beverage industry or similar
- Demonstrated experience in providing regular, constructive feedback to sales teams; demonstrated coaching ability; ability to uphold an impartial outlook when assessing individual's bandwidth and potential.
- Action-oriented and solutions-driven: Responds in a timely and effective manner to business issues and opportunities.
- Highly organized: Capable of effectively prioritizing and executing tasks in a high-pressure environment, meeting multiple deadlines, and juggling multiple projects.
- Excellent presentation/communication interpersonal skills
- Self-motivated, Act Now, Get Results demeanor combined with the ability to motivate others.
- High Level of Computer literacy and proficiency with word processing programs such as Google Docs, Word, Excel and PowerPoint
- Thrives in a highly competitive environment and consistently strives to outwork your competition.
- Must have a valid driver's license.
- Must live the CCI 7 Pillars

Interested?

For further information and to apply please contact [Akshata Redkar People & Culture Talent Acquisition Specialist at Akshata.Redkar@carlsberg.ca](mailto:Akshata.Redkar@carlsberg.ca). Application deadline is March 1st, 2024. We read applications continuously, and vacancies may be filled sooner than the deadline, so apply as early as possible. We look forward to receiving your application.

CARLSBERG GROUP: BREWING FOR A BETTER TODAY AND TOMORROW

For us growth has always been in the diverse mix of our people, our beers and our brands. At Carlsberg, we want to recruit and develop people with a global mindset, cultural understanding, and international experience to ensure that our organization stays agile, inclusive and prepared for future growth. Only by acknowledging and harvesting from different perspectives and experiences, will we gain competitive advantage and leverage the effect of diversity for business growth. Carlsberg aims to create equal access to opportunity regardless of social identity, and we encourage everyone to apply regardless of gender, nationality, race, religion or any other characteristics protected by law.

Carlsberg Canada is committed to employing a diverse workforce and encourage all qualified professionals to apply. We welcome and encourage applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.