

Job Description: Vice President, Sales

Woodman Wines & Spirits Inc., is seeking an experienced and analytical Vice President of Sales to oversee a range of responsibilities including daily activities of the sales team and managing key supplier and LCBO relations.

The ideal candidate will have in-depth knowledge of the fine wines and spirits industry as well as an understanding of the liquor monopoly and the competitive landscape. The successful candidate must have excellent communication skills, be self-motivated, highly organized and have a proven track record of sales success.

Key Responsibilities:

- Building and maintaining strong working relationships with key stakeholders including suppliers, LCBO Category managers, and the sales team.
- Manage and motivate a team of on and off-premise sales professionals for both wines and spirits.
- Set, monitor and achieve key performance indicators such as quarterly sales targets and market growth.
- Implement operational plans for sales and distribution of WW&S portfolio in the on-premise channel, including national and regional accounts.
- Spend time in the field coaching and developing the sales team; track, rank and share results internally and externally.
- Provide input on annual supplier sales budgets with detailed sales forecasts.
- Support semi-annual launch presentations communicate important priorities and ensure supporting tools are in place.
- Motivate the sales team to achieve their individual goals and collective goals.
- Review expense reports from sales team.
- Monitor and present business opportunities/recommendations on our market, competitor activities, pricing and products.
- Manage sales reports and their distribution internally and externally.
- Act as the primary contact for supplier sales needs and questions.
- Effectively and consistently support the President.

Desired Skills and Experience

- Solid wine and spirits knowledge is essential.
- Experience as a Vice President of Sales or similar senior role within the wine and spirits industry or in Consumer Packaged Goods will also be looked on favourably.
- Experience with customer relationship management (CRM) software, sales analytics tools (Last Call Analytics) are an asset.
- Minimum of 3 years Sales management experience leading high performing teams.
- Knowledge of various selling strategies, techniques and methods, as well as employee motivational techniques
- Excellent leadership, analytical thinking, strategic planning and communication skills are essential.
- The ideal candidate will be flexible and adaptable regarding new sales strategies, product innovations, or emerging trends in the wine and spirits industry.



This position comes with a base salary commensurate with experience. Industry conferences, networking events and travel are necessary. Any business-related expenses are covered. This position is based in the Greater Toronto Area.

Send cover letter and resume to Rachel Woodman rachel@woodmanws.com. Successful candidates will be contacted for an initial online interview followed by a second in person interview.