

**JOB TITLE:** Sales Merchandiser Representative (SMR)

**JOB DESCRIPTION:**

**Sales Merchandiser Role:**

- Independently sell beverage into new and existing retail convenience stores within existing distributor account base
- Organize, schedule and perform retail sampling events
- Manage the product facings in stores in their assigned territory with customers and distributors
- Train and motivate retail customer team members at store level about product
- Responsible for building customer relationships with the ultimate goal of increasing points of availability, promotional displays, merchandising and ultimately, volume per outlet
- Monitor volume per outlet to understand areas for improvement and reasons for success
- Ensure best product placement and presence (eye level placement, high traffic, multiple points of distribution with premium merchandising)
- Communicate with distributors to ensure look of success is maintained
- Listen to customers and consumers for points of brand and company improvement
- Manage and ensure adequate Point Of Sale material is available at distribution facility
- Ensure distributor sales personnel have adequate Point of Sale material on their vehicle at all times

**Requirements:**

- Understands how to merchandise at specialty retailers in the area in order to grow volume per outlet
- Organized & detail-oriented with great follow up skills
- Customer focused- likes to meet new people, learn about them and their business
- Works well with distributors
- Passion to grow brands
- 1+ year of retail merchandising experience within the beverage industry
- Knowledge of territory
- Driver's License and willingness to travel to stores in their geography
- Experience interacting directly with retailers and distributors