



SALES TRAINEE/MERCHANDISER JOB DESCRIPTION

BASIC PURPOSE:

To distribute all brands and packages carried by KW Beverage while following specific processes to ensure service excellence. The Sales Trainee/Merchandiser is responsible to the Team Leader.

RESPONSIBILITIES:

- Service the assigned customers on a previously agreed upon call frequency and physically go into every store. Any changes must be approved by the Team Leader.
- Stock, merchandise, rotate, and reface product regarding displays, coolers, ice barrels, hot shelves, deep wells, behind bars, check draught lines, during every visit.
- Minimize product out-of-stocks in all accounts.
- Verify pricing on products at the account level during account visits.
- Oversee and monitor POS/POCM in accounts and ensure it is up-to-date.
- Maintain and grow distribution in all accounts and increase shelf space for all KW brands and packages (initiate resets when necessary.)
- Track code dates and maintain weekly display tracking
- Submit orders after each account visit and end of day submissions done before 4pm every day to enable routing to run properly.
- Execute hot shots and swaps. Must coordinate all call-ins unless otherwise directed by Team Leader.
- Continue to update account file maintenance to keep system current.
- Documentation of all competitive activity and send electronically to Team Leader.

EXPECTATIONS:

- Attend all company sales meetings in person or electronically unless excused for vacation, illness, or personal reasons by appropriate supervisory personnel. Start time is 7:00 A.M. every Monday thru Friday. Occasional weekend work will occur.
- Wear proper KW Beverage approved dress code and be neat and clean in appearance daily. Uniformed collared shirts, dress pants and dress shoes. No hats, jeans, or shorts allowed during daytime hours unless approved by a supervisor.
- Follow all SC State Alcohol Laws (i.e.- license, breakage, etc.)
- Work independently and as a unit with the team leaders and delivery segment to achieve personal and company goals.
- Develop and maintain a good working rapport with all customers and KW Employees.
- Understand and adhere to KW Beverage and its brewer partners' code date policies.
- Follow KW damage policy and repack any unbroken package to resell in the account.
- Maintain the company vehicle, including cleanliness, tires, regular oil and fluid checks, reporting any problems to the Fleet Manager.

- Maintain hardware and items on lend from KW Beverage such as iPad, chargers, POS and PPG.
- Report all accidents immediately to the Fleet Manager/Team Leader/Human Resources and Safety Manager.
- Maintain adequate tools/items and necessary supplies for hanging and maintaining POS and displays.
- Adhere to PFP guidelines and incentives.
- Follow all company policies and procedures.
- Perform any other duties as assigned.

The following physical demands are required but not limited to:

Walking, Sitting, Lifting, Carrying, Pushing, Climbing, Stooping, Bending, Kneeling, Reaching, Pulling, Standing

Revised: Mar-22