

# Ursa Minor Brewing LLC

<b>Job Title:</b>	Sales Representative	<b>Territory</b>	Twin Cities
<b>Department/Group:</b>	Sales		
<b>Location:</b>	Ursa Minor Brewing	<b>Travel Required:</b>	Yes
<b>Level/Salary Range:</b>	Salary, FLSA Status- exempt	<b>Position Type:</b>	Full-time

Background	
<p><b><i>Ursa Minor Brewing is a microbrewery located in the Lincoln Park Craft District of Duluth, MN. We are passionate about our beer AND people. We love what “beer can be” for connection and community.</i></b></p> <p><b><i>Our passion is “beer with purpose” and we brew innovative and authentic variety with an inclusive attitude.</i></b></p>	<p><b><i>Our company values are:</i></b></p> <p><b>Enthusiastically Naive</b> <i>Learn from mistakes and take new knowledge into the future with passion, positivity, and enthusiasm.</i></p> <p><b>Pursuit of excellence</b> <i>We are what we repeatedly do</i></p> <p><b>Collaboration</b> <i>No one can whistle a symphony, it takes a whole orchestra</i></p> <p><b>Kindness</b> <i>No act of kindness, no matter how small is ever wasted</i></p> <p><b>Innovation</b> <i>Innovation is the ability to see change as an opportunity, not a threat</i></p>

Job Description
<p><b>JOB PURPOSE</b></p> <p>We are looking for a motivated and enthusiastic self-starter who is in alignment with our mission and purpose. We are growing at rapid rate in the state of Minnesota and northern WI and are looking for someone who is enthusiastic about beer plus knowledgeable and skilled in developing interpersonal relationships in the Twin Cities Metro area. We also pride ourselves in our culture and team-only team players need apply.</p> <p>As a key part of our business, our sales team blankets most of Minnesota and northern Wisconsin with our amazing beers and incredible service and hospitality. At the core of our sales philosophy, we aim to provide a quality entrance to our brand experience and ensure we are everywhere our customers need us.</p> <p>Our key relationships are craft centric bars and high-end restaurants, as well as visible, engaged, and curated liquor stores.</p> <p>Our ideal clients are interested in serving their clients with innovative and consistent craft beers. They are high-end restaurants whose clients are looking for new and unique products. They are also liquor stores whose clients are looking for a beer experience that matches who they are as a consumer-creative, innovative, nimble and enthusiastic about craft beer. Our key relationships also understand the value of buying direct from the brewery, great service, great product consistency and great product guarantees.</p> <p>We supplement those efforts with attendance at local festivals, account-driven events and promotions, and concerted effort towards account education and engagement.</p> <p>Our team of sales reps and logistics operators stands at the center of these growth operations and constantly pushes our beer out to the best outlets in Northern Minnesota and Wisconsin.</p> <p>The number one priority of our Sales Representatives is to sell our products across our distribution territories and work with the team to accomplish group sales goals.</p>

## **DUTIES AND RESPONSIBILITIES**

### ***Execute Sales Strategies and Goals***

- Create and maintain expert knowledge of territory and key accounts
- Execute brand strategies and marketing initiatives
- Meet and exceed sales targets
- Utilize CRM and Ekos (ERP) Systems

### ***Account Acquisition & Retention***

- Share the Ursa Story to serve our clients' clients
- Develop industry relationships with new accounts
- Add multiple lines to existing accounts
- Advance brand presence in marketplace

### ***Represent Brewery at Festivals & Public Events***

### ***Facilitate and Support Brand Ambassadors***

## **QUALIFICATIONS AND EDUCATION REQUIREMENTS**

### Qualifications and Education Requirements

- Minimum 1 year experience in sales
- Knowledge of and a passion for craft beer and the brewing industry
- Skill in developing new accounts and maintaining current accounts
- Advanced skill in CRM (Customer Relationship Management) and Microsoft Systems
- Experience interpreting and using sales reports
- Strong ability to develop and maintain sales materials
- Strong capacity to develop and execute quarterly Sales Plan

### Personal Competencies:

- Must be a proven self-starter capable of meeting and exceeding quotas, plus creating and tracking actions to create results
- Must be dynamic and nimble in selling product to match brewery's production capacities and programs
- Willing to contribute, debate and innovate with a team player mindset
- Excellent written and verbal communication skills
- Advanced problem-solving skills
- High aptitude for continual self-learning
- Communication effectively with customers, management, and co-workers
- Remain calm under pressure or when dealing with difficult issues
- Be a strong leader and trusting team player
- Maintain strong relationship with outside groups and vendors

### Supervision

- Uses independent action in setting objectives and deciding how to proceed
- Willing to contribute and innovate with a team player mindset in an entrepreneurial environment

### Hours, Travel, and Physical Requirements

- Must be 21 years old
- May work weekends and evenings for local and regional events
- Work in a standing position for long periods of time
- Frequently lift up to 160 pounds
- Clean Motor Vehicles Registration (MVR)

### COMPENSATION AND BENEFITS

- Competitive base wage (commensurate with experience) plus commission
- QSEHRA: \$250/mo plus \$100/mo/dependent
- Dental & Life Insurance
- Paid time off
- 401K Retirement with up to 4% match
- Family leave
- Product Discounts
- Company Vehicle