



JOB DESCRIPTION

Job Title: Velocity Sales Representative – Pacific Northwest
Reports to: Velocity Division: Senior Director - Wine and Juice
FLSA Status: Full time/Regular/Exempt

ATPGROUP

ATPGroup was founded as a family business in 1991 with just four people selling a single product. Our entrepreneurial spirit has driven us to become one of today's leading suppliers to the wine, beer, food, and pharmaceutical industries while still maintaining that "small company" feel. Our mission is to provide solutions and create value for our customers. We do this by empowering our team members to take positive action and drive top performance, guided by our core principles of honesty, integrity, and passion. Our rapid growth means our employees have the chance to learn and grow in a dynamic, fast-paced environment.

POSITION SUMMARY

The Velocity Sales Representative plays a vital role in helping our customers produce high quality wine by providing essential solutions and expertise. This position is responsible for building and maintaining positive and productive customer relationships in order to drive sales of ATPGroup's cellar supplies, chemicals, and services in a specified region.

ESSENTIAL FUNCTIONS

The following reflects management's definition of essential functions for this job but does not restrict the tasks that may be assigned. To perform this job successfully, an individual must have regular and reliable attendance and be able to perform each essential function from the list below satisfactorily. **The highest priority is adherence to living and administrating ATPGroup's Core Values and HIP Principals.** Management may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

- Establish, build, maintain, and develop existing account relationships within the assigned territories
- Service existing accounts, obtain orders, and establish new accounts by planning and organizing daily work schedule to call on existing or potential customers
- Utilizing self-empowerment, plan and execute weekly customer visits to drive account performance
- Gain trusted relationship status with customers so that confidence is high and trust is deep, so that services and products naturally follow
- Observe and communicate customer activities up and down line (i.e. construction in the wineries, new brand development, staff changes, product use trends, etc.)
- Achieve agreed-upon sales targets and outcomes within schedule
- Track sales trends with the department leadership and adjust market approach as necessary
- Communicate to customers various market trends, developing intellectual trust as someone in the know and positioning ATPGroup as a thought leader in the industries we serve
- Be curious; must constantly be asking the "why" questions and seeking opportunity



- Enter and maintain all data mining and intel gathering in the CRM program on a daily basis
- Coordinate sales effort with team members and other departments
- Utilize internal key executives to create a multi-dimensional approach to accounts
- Keep management informed by submitting activity and results reports as requested
- Work with Global Supply team on new product sourcing as required
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications, etc.
- Resolve customer complaints by investigating problems, developing solutions, preparing reports, and making recommendations to management
- Perform other duties as assigned

SUPERVISORY RESPONSIBILITIES: This position has no direct reports.

REQUIRED COMPETENCIES (Knowledge, Skills, Abilities)

The requirements listed below are representative of the knowledge, skills, and abilities required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Ability to meet annual Performance Indicators as developed and discussed by your immediate supervisor
- Proven work experience as an effective sales representative
- Excellent knowledge of MS Office and CRMs
- Ability to build productive business relationships
- Highly motivated and target driven with a proven track record in sales
- Excellent selling and negotiation skills
- Prioritizing, time management and organizational skills
- Ability to create and deliver presentations tailored to the audience's needs
- Strong written and verbal communication skills
- Ability to work effectively with all groups across the organization and out in the field
- Excellent interpersonal skills
- Demonstrates commitment, excellence, high standards, and ATPGroup's core values
- Strong organizational skills; able to manage priorities and workflow
- Ability to work independently and as part of a team
- Ability to understand and follow written and verbal instructions
- Excellent attention to detail and follow-through
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm
- Possesses a sense of urgency and ability to work in a high-pressure environment
- Ability to problem solve

MINIMUM QUALIFICATIONS

- BS/BA degree
- Knowledge of the wine industry and key accounts a plus
- Product knowledge
- Proven track record of multimillion-dollar account management
- Proven track record of value creation via margin growth from top line sales management



- Must maintain at all times a current and valid driver's license and automobile insurance meeting ATPGroup's minimum standard requirements.

ESSENTIAL PHYSICAL REQUIREMENTS

While performing the duties of this job, the employee must have the ability to work in a constant state of alertness and in a safe manner at all times, and is frequently required to talk and hear; frequent operation of computer and other office equipment, the ability to sit for long periods of time, stand, walk, climb stairs, bend, lift, twist, pull, push, carry, grasp, reach and stoop as need, and to occasionally lift and carry items up to 50 pounds.

WORKING CONDITIONS

The noise level is usually quiet to moderate. Work requires more than 50% travel and occasional weekend and/or evening work.

ATPGroup offers competitive compensation and industry-leading benefits including full health insurance coverage, dental and vision insurance, 401k, bonus potential, and paid vacation.

Interested? Please e-mail your resume to:

David Kolp, Senior Director of Velocity Products, Wine & Juice

E-mail: dkolp@atpgroup.com