



## BEER SALES REPRESENTATIVE

### About Us -- Harlem Blue Beer

We like simple. There are enough things in life that surprise you and are complicated. Making and delivering *good beer from a good place* should not be hard. It's how we do.

Everyone associated with Harlem Blue must value our FIRST PRINCIPLES:

- Brew Excellence
- Celebrate Moments
- Be Authentic
- Tell Our Stories

This position might be for you if “Harlem” inspires the hustler in you to come out. There’s an energy, style and flavor that comes to mind when you hear “Harlem.” And recognizing the contributions of Harlem to the greater City of New York, is why Harlem Blue exists. You can help us spread that good feeling.

The **Harlem Blue Sales Representative** will sell and provide guidance about products with a start off list of potential retail partners (wholesalers, retail stores, restaurants and bars). The **Sales Representative** actions assist in brand building, brand awareness, lifestyle positioning and community engagement.

We have ON and OFF premise positions.

#### ***Duties/Responsibilities:***

- Develop and secure placement accounts for Harlem Blue beer, approaching new and existing accounts, on and off premise, as directed;
- Identify new retail partners (clients) through a variety of methods including research, networking and cold calls;
- Develop and implement strategies for sales in designated territory (within NYC 5 boroughs);
- Travel daily to potential clients with beer samples and company sell sheet;
- Maintain daily logs;
- Possess familiarity with CRM systems and data entry;
- Maintain elevated knowledge of Harlem Blue products, client billing, shipments and the industry at-large;
- Follow-up with company management and retail partners for order compliance and forecasting;
- Occasionally drive account-events that engage customers and increase sales;

#### ***Required Skills/Abilities:***

- Meet set weekly and monthly account sales targets, as agreed with company management;
- Excellent verbal and written communication skills;
- Excellent sales and negotiation skills;
- Thorough understanding of brewing beer, ingredients and products to be sold;
- Ability to maintain high level of organization, attention to detail, and problem solve;
- Proven ability to build and maintain relationships with clients;
- Manage inventory of beer samples, company swag, retail POS, etc.;
- Must be able to read and write in English;
- Spanish speaking is a plus, but not required; and
- Knowledge of cloud-based CRM programs and Microsoft Office Suite for data entry; and



- Performs other duties as assigned.

***Supervisory Responsibilities:***

- None.

***Education and Experience:***

- Diploma (Associate Degree Preferred)
- Beverage Sales: 3 years (Preferred)
- Strong knowledge of beer industry

***Physical Requirements:***

- Must be able to lift up to 65 pounds at times.
- Travel to meet with clients will be required.

***Additional Details:***

- *Work location will vary.*
- *Travel throughout 5 boroughs.*
- *P/T and F/T available.*
- *Weekdays M-F, 10am – 7pm*
- *Compensation based on experience (\$15-25/hr).*

Would you describe yourself as a social adventurer? We look for people who are original, gritty, hardworking, appreciate flavor, have high people IQ and take pride in supporting who and what's around them. Especially, those from uptown. And of course, people who like to have fun (it is beer after all). Plain and simple, we make good beer from a good place. Hope that you can be part of the Harlem Blue Family!

As an ambitious new company seeking to reimagine the way craft beer approaches the market, we are committed to finding innovative ways to continually improve. It's this kind of thinking that creates a unique work environment that rewards talent and grit, celebrating diversity and encouraging forward thinking. All qualified applicants will receive consideration for employment without regard to race, color, religion, sexual orientation, gender identity, national origin, protected veteran status, disability status or any other characteristic protected by applicable law.

**\*SUBMIT COVER LETTER AND RESUME TO [SIPS@HARLEMBLUE.COM](mailto:SIPS@HARLEMBLUE.COM)**

Thank you and good luck!