

Position Title: Regional Sales Manager, Riverbend Malt House Inc.  
Location: Atlanta, Georgia  
Reports to: Director of Sales

Company: Riverbend Malt House is one of the leading craft malt houses in the country. It was founded in 2010 with the goal of producing high quality, locally sourced, artisanal malt for use by the craft brewing and craft distilling industries. With sales to over 200 customers regionally, Riverbend is experiencing rapid growth and is seeking a Regional Sales Manager to join the sales team. [www.riverbendmalt.com](http://www.riverbendmalt.com)

Position Summary: The Regional Sales Manager ensures that Riverbend Malt House consistently meets or exceeds sales goals in the defined sales region while maintaining a high level of customer satisfaction. The sales region to be covered includes Georgia, Florida and potentially additional areas. This is a remotely located position and the employee will work from home in the Atlanta region. Substantial travel will be required.

Responsibilities:

- Meet or exceed annual sales goals.
- Provide Director of Sales with accurate monthly, quarterly and annual sales forecasts.
- Develop sales plans defining how sales targets will be achieved for customer, product and market segments.
- Develop major account plans, identifying strategies for meeting sales objectives within the accounts. Position Riverbend favorably, resulting in high customer satisfaction and ensuring future business.
- Competently represent Riverbend at industry tradeshows and events.
- Travel. Although many customers and prospects are local, this position may entail up to 50% travel.

KPIs / Performance Metrics:

- Sales vs goal on an aggregate basis and within selected industry segments and major accounts.
- Customer satisfaction.
- New customer acquisition.
- Customer retention.
- New product sales.

Competencies:

- Knowledge of malting and craft brewing processes. Knowledge of craft distilling a plus.
- Understanding of professional sales, including concepts such as sales cycles, pipelines, negotiation strategy, influencing tactics, etc. Ability to comfortably and successfully sell on quality, innovation, brand and customer service vs. price.
- Major account planning. Ability to develop and implement account specific strategies designed to achieve target sales and penetration goals.
- Strong presentation skills; comfortable speaking in 1:1 and 1:many situations with brewmasters, brewery/distillery owners and members of the press.

***Interested candidates please send a resume to: [jobs@riverbendmalt.com](mailto:jobs@riverbendmalt.com)***

- Strong Communicator. Listens well, builds commitment and overcomes resistance; speaks clearly and persuasively in positive and negative situations; responds promptly to customer needs.
- Able to work cooperatively with Operations regarding scheduling, R&D regarding new product development and Marketing in the area of demand creation, brand and product positioning.
- Flexible Team Member. Balances team and individual responsibilities; able to deal with change, delays, or unexpected events; puts success of team above own interests.
- Sense of humor. At Riverbend we work hard – and we like to have fun while we do. Our employees enjoy and appreciate each other.
- Serves as the “Voice of the Customer” and “Voice of the Market.” Provides feedback about customer service, new product ideas and competitive intelligence.
- Values and represents the interests of all Riverbend stakeholders including employees, local farmers and the community.

Professional Experience:

- 5+ years of successful sales experience with a consistent record of meeting/exceeding sales goals.
- Preference for candidates who have had experience:
  - Working with malt, especially as a maltster.
  - Working at a craft brewery or distillery.
  - Working in a small, rapidly growing environment.
  - Working from a home or remote office.

Certifications:

- Coursework with Miller-Heiman, Rackham or other strategic selling methodology a plus.
- Cicerone certification(s) a plus.
- Must have a valid driver’s license.

Compensation: Commensurate with experience. A substantial portion of the annual compensation will be in the form of commissions linked to sales goals. Riverbend offers an attractive benefits package that includes healthcare and paid vacation.

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