



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

Company Summary: Riverbend Malt House ranks among the top 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 250 customers regionally, Riverbend is seeking a Regional Sales Manager to join the sales team. [www.riverbendmalt.com](http://www.riverbendmalt.com)

Position Summary: The Regional Sales Manager serves as a trusted ambassador for Riverbend Malt House, building meaningful relationships with customers while driving business growth. In this role, you will ensure that Riverbend Malt House consistently meets and exceeds its sales goals, while delivering an exceptional customer experience. This position offers dynamic engagement with customers across multiple channels—phone, email, and in-person—making every interaction an opportunity to strengthen lasting partnerships.

#### Position Responsibilities:

- Supports team in achieving revenue goals.
- Provides Director of Sales with accurate monthly, quarterly and annual sales forecasts.
- Identifies tactics for meeting sales objectives within individual accounts.
- Positions Riverbend favorably, resulting in high customer satisfaction results and ensuring future business.
- Competently represents Riverbend at industry tradeshows and events.
- Prepares sales and account reports and forecasts as requested by the Director of Sales.
- Maintains accurate and up-to-date account information in CRM.
- Travel. This role may require travel up to 50% of the time, including visits to customers, industry tradeshows, and events. Travel may include overnight stays and is conducted by car and airplane as needed.

#### Position KPIs / Performance Metrics:

- Sales vs. team sales goal.
- Lead generation and follow up.
- New customer acquisition.
- Customer retention.

#### Desired Competencies and Attributes:

- Relationship-driven professional with a genuine enthusiasm for connecting with people and building long-term customer partnerships.
- Communication Skills. Listen thoughtfully and communicate with clarity and confidence across all settings. Demonstrates strong verbal and written communication skills, with the ability to engage effectively by phone, email, and in person.
- Organizational Excellence. Demonstrates strong time management and prioritization skills across a broad customer and prospect base. Consistently responsive to customer needs and committed to timely follow-through.
- Industry Awareness. Familiarity with craft malting, craft brewing, or distilling processes is a plus. Existing knowledge of the craft beverage community in the Southeast Region is an added advantage, though not required.

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

- Sales Acumen. Solid grasp of professional sales principles, including pipeline management, sales cycles, negotiation, and consultative selling techniques. Skilled at communicating the value of quality, innovation, and exceptional service over price alone.
- Strategic Account Management. Proven ability to develop and execute tailored account strategies that drive sales growth and deepen customer engagement.
- Collaborative Mindset. Works effectively across teams, including Operations and Marketing, to align on scheduling, brand positioning, and demand creation. Adapts readily to change and prioritizes collective success while also taking ownership of individual goals.
- Positive Culture Contributor. At Riverbend, we take pride in our work and in each other. We value team members who bring a positive attitude, a collaborative spirit, and an appreciation for the people they work alongside.
- Market Intelligence. Actively serves as the voice of the customer and the market, sharing insights on customer needs, emerging opportunities, and the competitive landscape to inform product and business decisions.
- Community and Mission Alignment. Genuinely committed to representing the interests of all Riverbend stakeholders—our team members, local farming partners, and the broader community we serve.
- Physical Requirements. Ability to lift up to 25 pounds regularly and up to 55 pounds occasionally. Comfortable standing for extended periods, such as at industry tradeshows and events.
- Willingness to travel by car and airplane as needed for customer visits and industry events.
- Proficiency with standard business software, including Microsoft Excel, Word, and Google Workspace.

#### Professional Experience:

We welcome candidates from a variety of backgrounds. The following experience is valued but not required:

- A demonstrated track record in sales, with a history of meeting or exceeding targets.
- Experience working with CRM platforms to manage customer relationships and pipeline activity.
- Hands-on experience with malt or the malting process is a meaningful plus.
- Familiarity with craft brewing or distilling operations, as a producer or industry partner.
- Comfort working in a dynamic, entrepreneurial environment where adaptability and initiative are valued.

#### Certifications:

- Coursework in strategic selling methodology is a plus.
- Cicerone certification(s) a plus.
- Must have a valid drivers license.

Compensation: Commensurate with experience. A meaningful portion of the total annual compensation will be in the form of commissions linked to the achievement of sales goals. Riverbend offers a benefits package that includes healthcare insurance, paid holidays and paid time off.

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