

## Sales Representative Off-Trade

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Company: Brown-Forman

Location: Brussels

Category: other-general

We believe great people build great brands. And we know there is Nothing Better in the Market than a career at Brown-Forman. Being a part of Brown-Forman means you will grow both personally and professionally. You will have the opportunity to solve problems, seize opportunities, and generate bold ideas. You will belong to a place where teamwork matters and where you are encouraged to bring your best self to work.

**Many Spirits, One Brown Forman-** We believe that an inclusive culture, one that values the diversity and unique perspective of each individual, allows us each to bring our best self to work and leads to greater teamwork, creativity, and trust.

**Cultivating a Caring Culture-** We know that our strong culture is one of the many reasons people love working at Brown Forman.

**Enriching Life. Enriching Careers** - At Brown Forman, we craft products known for bringing people together. Our employees have made us what we are today and are the reason for our success. Do not just take our word for it. Brown Forman is consistently recognized as a Great Place to Work® in countries around the world.

### **Meaningful Work from Day One**

To achieve sales and distribution objectives through executing brand building activity, sales targets and brand education for Off-Trade customers, as well as ensuring the best position on the market for the Brown-Forman brands. This position works closely and under supervision of the National Field Sales Manager.

### **What You Can Expect**

Achieves appointed sales targets promotion, distribution, and visibility objectives

according to KPI's distributed by management.

Drives local negotiation with the store manager.

Enlarges product visibility at retail shelf (Product facings plus PLV)

Implements and evaluates promotional activities and generates secondary placements to achieve sales targets.

Regular and systematic customer visits according to work plan and customer coverage

Build excellent relationships with customers on all levels within the business environment.

Ensures optimum stock level/Merchandising within all covered/serviced customers, in particular, implement the Category strategy in accordance with Category Management recommendations.

Collects and updates information about competitors' activities in respect with Competition Law

Conducts brand training for trade partners – under supervision.

Daily reporting on the CRM software

### **What You Bring to the Table**

College/University (Bachelors or Equivalent) or equivalent demonstrated experience in a similar position.

Sales competencies - Sales Techniques according to the Channel

Knowledge of the Spirit Market is a plus.

Results focused

Driving the business in autonomy

Knowledges in Merchandising

Fluent French and Flemish Speaking. English would be a plus.

### **What Makes You Unique**

You're a team player who wants to get involved in a professional adventure with premium brands.

## **Who We Are**

### **Premium quality since 1870**

For more than 150 years, the Brown-Forman Corporation has enriched the lives of generations with high-quality alcoholic brands. These include American Whiskeys Jack Daniel's Tennessee Whiskey, Woodford Reserve, and Old Forester; Scotch whiskys Benriach and The GlenDronach; as well as Slane Irish whiskey. Fords Gin, Gin Mare, tequilas el Jimador and Herradura, and Chambord liqueur round off the range. The family-controlled company founded in 1870 is publicly traded on the New York Stock Exchange and has been recognized as one of the World's Most Ethical Companies© 2022.

In January 2022, Brown-Forman Belgium launched its own distribution unit after more than 20 years with a local distributor with 24 persons in Belgium and 9 persons in France. Brown-Forman is strongly committed to diversity and inclusion with an Intercultural D&I Committee and ERG ( Pride to advocate for LGBT equality, Young Professionals to enhance the employee experience for early career professionals further, Grow to have gender parity at all levels of the organisation).

## **What We Offer**

Total Rewards at Brown-Forman is designed to engage our people sustainably and ensure our long-term, profitable growth for generations to come. As a premium spirits company, we offer premium and equitable pay & bonus for individual and company performance.

We can offer a competitive benefits package including, but not limited to, flexible working options, an Assistance program, product samples, Medical insurance, a Retirement plan, Death and Disability Insurance, and top IT tools (iPad, iPhone, Laptop), along with career opportunities and a development plan.

20 days holiday + 12 RTT per calendar year

Annual or quarterly bonus on objectives and performance for people eligible

Company car or Employer participation for transportation costs to people not eligible for a company car

Lunch vouchers

400€ per year of product allowance

Group and Medical Insurance

#jackdaniels

Brown-Forman Corporation is committed to equality of opportunity in all aspects of employment. It is the policy of Brown-Forman Corporation to provide full and equal employment opportunities to all employees and potential employees without regard to race, color, religion, national or ethnic origin, veteran status, age, gender, gender identity or expression, sexual orientation, genetic information, physical or mental disability or any other legally protected status.

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