

Sales Representative On-Trade (Brussels)

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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 CultureWe know that our strong culture is one of the many reasons people love working at Brown Forman.

Enriching Life. Enriching CareersAt 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 On-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 FieldSales Manager.

What You Can Expect

Achieves appointed sales targets promotion, distribution and visibility objectives in

assigned On-Trade universe (C&C, wholesalers, On premise, etc...) according to KPI's distributed by management

Drives local negotiation with the buyer

Implementation and evaluation of promotional activities.

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

Build excellent relationships with customers on all levels within the business environment, as well as Wholesale customers in daily business in close collaboration with the Field Sales Manager.

Ensures optimum stock level within all covered/serviced customers.

Collects and updates information about competitors' activities.

Conducts brand trainings for trade partners – under supervision

Daily reporting on the CRM software

Adaptation of working time to business needs including working at night, with respect of rest periods

Manage a decentralized budget to negotiate annual contracts with specific customers in accordance with management instructions

Customer: Selling and generation of strong On-Trade visibility

Enlarge product listings

Implementation, execution and evaluation of promotional activities

Reporting and communicating with management

Trade brand education in the respect of drink responsibility

What You Bring to the Table

College/University (Bachelors or Equivalent) in Sales and/or Marketing or equivalent, demonstrated experience in a similar position

Sales competencies - Sales Techniques according to the Channel

Knowledge of the Spirit Market or the On Trade channel in FMCG

Results focused

Autonomously driving the business

Knowledge in Merchandising

French and Flemish Speaking. English would be a plus

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 LGBTQ 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 to ensure our sustainable and profitable growth for generations to come. As a premium spirits company, we offer premium and equitable pay & bonus for individual and company performance. We offer a range of premium benefits that reflect our company values and meet the needs of our diverse workforce.

We offer our employees individual and structured onboarding, a family-like working environment and flexible working hours, as well as a range of attractive additional benefits in the area of professional and private life.

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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