

Copper in the Clouds
THE DISTILLERY AT DOWSETTS FARM



The Distillery at Dowsetts Farm
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Sales Manager - Role Definition

Company Background

JG Drinks Ltd is a spirits manufacturer based in the Hertfordshire countryside, working from our distillery in Colliers End, near Ware. We have a portfolio of two brands; Copper in the Clouds (gin) and the Wooden Moose Rum Co.

With Copper in the Clouds, our aim is to make the most giftable range of spirits on the planet using our unique “playfully premium” angle. All our products are distilled using our two, flame fired copper pot stills which extract more intense flavours and aromas from our unique recipes, resulting in fabulously pure and clean spirits of the highest quality. Presented in beautifully wrapped bottles, this winning formula has enabled significant business growth with established markets, ranging from independent spirits merchants and High Street boutique outlets, a national presence with John Lewis Partnerships and significant online sales via our own website and other distributors.

With the Wooden Moose Rum Co, we are making a range of flavourful rums using fine Caribbean rum and real fruit/botanical macerations, presented in a distinctive pack and sold at a reasonable price point. Launched in March 2021, we have big ambitions to grow this new brand over the coming years in both the on-trade and off-trade.

Our business expectations for 2022 means we now require a Sales Manager to support our operation.

Role Purpose & Responsibilities

Fundamentally, this is a field based role as defined by the key responsibilities.

The primary purpose is to sell our products to new and then existing clients, cultivating those relationships to optimise the range and volume of drinks sold.

The key responsibilities include;

- Primary ownership, development, and execution of all new business enquiries in defined territories
- Soliciting new prospects in appropriate channels, including the on trade, off trade, wholesale, distributors and export.
- Achieving sales volume goals, and motivated to exceed agreed targets and business objectives
- Providing a sales account management support service to customers, partners, and other channel operators
- Initialising and executing the sales order process for each new opportunity
- Timely update and maintenance of internal, customer management systems
- Gathering and actioning customer and partner feedback to improve products and performance
- Creating and delivering scheduled sales reviews and reports as defined by the Leadership team
- Owning and executing other Business Management activities as defined and agreed in the Strategic Plan
- Any other duties as directed by the Leadership Team
- Domestic and International travel and some overnight stays will be necessary when required

Person Specification

Skills & Experience

The ideal candidate is likely to have field based selling experience, preferably in spirits/beverages/FMCG. Personal skills and previous experience are noted below, and the expectation is that successful candidates will be self-starting, fast learners who once equipped and educated, will have the acumen, energy, and strength of character to take the lead in managing and executing their own responsibilities, in the field.

Specific skills & experience will likely include;

- Previous experience in successful, face to face direct sales including a proven ability to close deals.
- Industry experience is helpful but demonstrable sales success in other industries, will be considered
- Business Management experience in a variety of disciplines is helpful, in supporting the overall operation
- Professional verbal and written communication skills with quantitative performance standards
- Comfortable working to sales goals, objectives, and targets, and being measured accordingly
- Demonstrable knowledge of MS Office, Google Suite and an aptitude for desktop software systems
- The ability to multitask and manage peak periods of high intensity and pressure
- Fast learner and passion for excellent customer service
- Self-starting and self-motivated with a results-driven approach
- An engaging, charismatic character and personality

Cultural Style

Internally, the business is young, playfully cool, and informal by nature and has a can-do culture, with no compromise on quality of product, presentation, customer engagement and service.

As a crucial part of a small team, this role will positively impact business turnover and feed the operational engine. So, the successful candidate must display the character and personality which shouts “effective Team Player” to enhance overall team spirit and performance, while supporting our customers and partners for mutual success. Often working independently in the field, will also require high energy, personal drive and self-starting characteristics and discipline.

Package, Salary, Terms and Conditions

The role delivers the following package of benefits;

- OTE Earnings (per annum); £35,000, plus Uncapped Accelerator
- Basic Salary (per annum); £27,000
- Sales Target & Commissions (Year 1)
 - Quarterly Revenue Target £40,000 (with >50% revenue attributed to new, first orders)
 - Rewarded with Quarterly Commission plus Uncapped Accelerator
- Annual Holiday Entitlement; 28 days
- Pension; Workplace Pension Scheme
- Car; A company car will be provided
- Other; Laptop and Phone will be provided
- Working Hours; 37.50 hours per week

The role is field based and will include frequent visits to other locations and customers.

To apply, please email a CV and cover letter to james@copperintheclouds.co.uk for the attention of James Grant.