



## Who Are We?

Farmer Willie's started just over two years ago, born from the recipe of a Cape Cod goat farmer. We've tripled sales two years in a row, and we're sold in over 600 grocery stores, liquor stores, bars, and restaurants in Eastern MA and RI. Our dream is to make this superfood beverage into the next national craft beer category by bringing amazing taste together with a lower sugar, lower calorie, gluten free, 4.5% alcohol craft beverage.

---

**Job Description: Sales Representative** (2 Positions Open: Boston or North Shore & Central MA)

At Farmer Willie's, sales = relationships. You are a consultant and a partner, rather than a "sales person". As a Farmer Willie's Sales Representative, you will have the opportunity to have complete ownership over the growth of your sales territory. You will assume direct responsibility for over 100 accounts whom you will see on a weekly or monthly basis. Additionally, you'll have the consistent opportunity to find & pursue our next perfect partner accounts to work with. You will manage the entire sales process and have the opportunity to prove your growth potential. You will be working under Caleb, our Head of Sales, to pursue our larger goal of again tripling revenue in 2018 from \$500K to \$1.5M.

---

### Specific responsibilities:

- Own the entire sales process & management of accounts to ensure everyone is up to date, excited about the brand, educated about our product, and has product in stock
- Increase rate of sale through additional SKU distribution, cooler visibility, displays, and strategic initiatives
- Increase distribution by identifying and selling into new strategic accounts + working together to achieve growth
- Work with accounts to identify opportunities for improvement and growth - including but not limited to: events, menu placement, cocktail specials, promotions, and more
- Record daily checkin entries to maintain an understanding of our current positioning and opportunities at all accounts
- Meet and exceed monthly sales goals for volume and displays
- Work closely with distributor partner(s) to make sales and identify new opportunities for growth
- Carry out 4+ tastings & events per week[end]

### Qualities / Requirements:

- Very organized
- Strong attention to detail
- Great with people
- Excellent communication skills
- Gives and takes feedback and supports development of others
- Ready and willing to roll up sleeves & wear many hats when needed
- Access to reliable transportation
- Strong integrity and care about your impact
- Passion for the vision of Farmer Willie's
- Ready to work hard, learn a lot, and have a freaking blast
- Prior sales experience a massive plus

Reach out to [Caleb@TheFarmerWillies.com](mailto:Caleb@TheFarmerWillies.com) to apply!