



## District Sales Manager – Dallas Area

### Who We Are:

Swoon is the consumer products company dedicated to taking down sugar by keeping life sweet! We're on a mission to help people be happier and healthier by giving them the joy of sugar without the flaws.

### Primary Responsibilities:

We are looking for a driven, enthusiastic and highly motivated District Sales Manager to drive our retail sales and execution at priority accounts/outlets in Texas, Oklahoma, Louisiana and New Mexico. Your primary goal is to meet and exceed regional sales and revenue objectives in collaboration with our National/Regional Accounts team and distributor partners. You are a natural salesperson with a passion for connecting with people and a hustle mentality!

Your focus will be executing on all aspects of the sales cycle: developing and maintaining existing key accounts, identifying opportunities for growth, expanding distribution to new regional chains/accounts, expanding SKU assortment in existing outlets, and fostering deeper relationships with customers, distributors, brokers and merchandisers. You will be Swoon's face of our brand with key regional accounts, feet on the street and will create customer loyalty through excellent customer service.

The ideal candidate is a dedicated, proactive, and positive team player, who has a passion for health, wellness and sweets, and is ready for their next challenge!

### What You'll Achieve:

- **Priority Account Outlet Execution & Growth**
  - A large focus will be to maximize Swoon's in-store presence and drive sales volume through shelf merchandising, additional placements, displays/case stacks, and POS at identified priority account outlets (Kroger, Whole Foods, Albertsons, Target) and other regional accounts.
  - Expand number of Swoon SKUs available in outlet and in regional accounts.
  - Work with field marketing team to organize in-store samplings to build brand awareness.
  - Retail trade visit requirements: four days per week visiting 40 stores per week on average.
- **New Business Development**
  - Aggressively pursue independent stores.
  - Partner with company Sales Directors, brokers and distributors to determine these growth opportunities.
  - Initiate and maintain contact with small key accounts to close the deal; negotiate and execute local promotional opportunities with these accounts.
- **Account Management**
  - Conduct ride-along with distributor reps, brokers, and merchandising teams where appropriate.
  - One day per week administrative (plan sales call, build selling stories, analyze data, determine growth opportunities, participate in team meetings, etc.)
  - Build and maintain strong relationships with all retail and distributor partners.
  - Own the relationship with and the day-to-day management of key accounts in market.
  - Analyze sales reports and syndicated data to make information-based recommendations and to discover growth opportunities in your region.
  - As company builds out our DSD network, you will manage distributor call points focusing on execution and developing local growth initiatives with them.
- **Team Management and Participation**
  - Contribute to weekly and monthly sales calls with team to highlight success, discuss challenges, and understand company-wide strategies.

- Track all sales efforts and performance through Replsly.
- Analyze and optimize sales traction in the area to meet personal and team KPI's.
- Participate in market blitzes with sales counterparts in various markets across the country as needed.

**Who You Are:**

- 3-5 years of CPG sales experience (beverage preferred).
- Account management experience in retail and distributor management.
- A self-starter and leader who is hands-on and efficient and can get things done with a small team.
- Focused on driving results and experience with Sales KPI's, achieving sales quotas and executional objectives.
- Entrepreneurial spirit with an ability to come up with new ideas, execute, and report back.
- Natural storyteller and educator, with an ability to bring the Swoon brand to life
- Outgoing personality – willing to talk to anyone and strike up a conversation!
- You know and love this territory and have an established network you can contribute to Swoon.
- Excellent communicator (both written and verbal).
- Strong organization and time management skills.
- You are independent and reliable – you know how to take direction and run with it.
- Flexible and thrive in an entrepreneurial, dynamic, fast-paced environment.
- Passionate about taking sugar down, healthy living, and our Swoon mission!

**Additional Information:**

- Remote role – Dallas or surrounding area based
- Travel out of market will be approximately 50% of time (based on company needs; majority of travel will be to Midwest)
- Reports directly to Director of Sales – West
- Competitive compensation and full health benefits
- Valid driver's license and car
- Unlimited vacation policy
- Some lifting and movement of moderate loads require a 25-pound lifting ability.
- All the Swoon you can drink!
- Dynamic working environment willed with passionate, happy, smart people

**To apply:** email [careers@tasteswoon.com](mailto:careers@tasteswoon.com) with your resume and a short description of why you're interested in being part of the Swoon team. Please include "District Sales Manager – Texas" in the subject line.