



Area Sales Manager, New York

Join the World of Fine Wines & Champagne with Vranken-Pommery America. Vranken-Pommery America is seeking a passionate and results-driven Area Sales Manager to lead our efforts in one of the nation's most influential market: New York. This full-time, salaried position with benefits is based in New York City and offers a unique opportunity to represent some of the world's most iconic brands in the sparkling and fine wine industry.

We're looking for a candidate with proven experience in sales and team management within the Champagne or premium wine sector, who is ready to take ownership of a dynamic portfolio.

The Area Sales Manager will be responsible for managing distributor relationships and overseeing the direct distribution in New York.

This includes working with both Off-Premise and On-Premise accounts to ensure performance goals are achieved and brand visibility is maximized.

Acting as the primary liaison between Vranken-Pommery America and our partners, the Area Sales Manager plays a key strategic role, reporting directly to the National Sales Director and collaborating closely with the CEO to drive area growth.

Position Responsibilities:

- Develop and implement marketing programs with distributor partners to achieve sales, distribution, and merchandising objectives, managing associated costs and pricing strategies. Accurately complete sales program documentation and submit to the National Sales Director and to the CEO before new program implementation.
- Account opening and pro-actively develop Vranken-Pommery America direct distribution footprint in NY by working in the field. Develop the distribution channel in accordance with brand strategy.
- Manage all aspects of budget to include sales and marketing budgets as well as personal travel and entertainment expenses.
- Work with Vranken-Pommery America's team to educate distributors about the company's culture, long-term objectives, and industry news and long-term objectives. Ensure that Vranken-Pommery America's brands and qualities are prioritized among clients.
- Manage inventory by conducting weekly sales calls to address immediate needs, review order statuses, and manage stock transfers. Participate in monthly planning sessions with distributors to identify inventory needs and execute corresponding order programs.



- Develop and maintain an annual chain plan to increase sales, incorporating contact information, historical data, projections, and success tracking. Coordinate with the distributor's chain Key Account Manager (KAM) to implement initiatives.
- Balance distributor management with field work, calling on key accounts in all channels.
- Support distributors' sales teams in generating sales and implementing management-directed sales objectives.
- Conduct regular sales meetings and tastings/seminars to engage distributor sales staff or key accounts, using visual aids and presentations.
- Work closely with Vranken-Pommery America's management on the execution at the state level of national on and off premise accounts.
- Work with VIP, the internal reporting and sales management system, to register market activity, understand sales data, and build strategy
- Research, organize, and present sales reports, quota attainment, and market feedback every month to the National Sales Director and to the CEO. Conduct market and pricing analysis as requested.
- Weekly team meetings with National Sales Director and team to review key initiatives, State developments and address challenges. Provide written reports summarizing market feedback, marketing successes, and challenges.

Qualifications:

- Bachelor's Degree preferred with 3+ years wine industry experience.
- Comprehensive knowledge of wine, including regions, varietals, and food pairing techniques.
- Available to work flexible hours including weekends as necessary. The involvement will be significant during the high Champagne sales season in October, November, and December.
- Ability to lift and carry a 45(+) pound case of product on a repetitive basis.
- A goal-oriented, focused, adaptable, persuasive, and assertive individual who can work independently and with a variety of personalities.
- Excellent oral and written communication skills. Strong negotiation skills are essential.
- Proficiency in Microsoft Office (Excel, Word, PowerPoint, Outlook, Teams).

Salary range:

Base Salary range: \$80k-\$90k

In addition to the base salary, the role includes comprehensive health insurance and participation in an annual bonus program aligned with company and individual performance.