



CAPE BRETON BEVERAGES

PROUDLY MADE IN CAPE BRETON



CAREER OPPORTUNITY: FIELD SALES ACCOUNT MANAGER

ABOUT US:

Cape Breton Beverages is a family-owned Pepsi bottling franchise. The company has been operating in Cape Breton for over 75-years, and together with its sister company Trans-Atlantic Preforms employs over 100-people on Cape Breton Island. We locally produce Pepsi, 7-Up, Schweppes, and Crush soft-drink products and distribute other beverages including Aquafina, Montellier, Bubly and Evian waters, along with Gatorade, Dole, Lipton, Starbucks, Guru, Rockstar and Celsius beverages to Cape Breton Island, as well as produce specific packages of Pepsi and other-branded soft-drinks for the rest of Atlantic Canada, Quebec, and Ontario. As part of the Pepsi family, we are focused on delivering high-quality products and exciting brand campaigns to our customers. Cape Breton Beverages also provides Full Service Beverage and Snack vending throughout Cape Breton Island through its subsidiary Downeast Vending.

Cape Breton Beverages is committed to fostering a diverse and inclusive culture. Our core values are integrity, respect, commitment, accountability, continuous improvement, and taking pride in one's work. We strive to be a company that people are proud to work for – it's more than a job when you work at Cape Breton Beverages – you're part of a team that helps makes this Island a better place to live through the company's continued active support and sponsorship of fundraisers, community-oriented organizations, and special events within the Cape Breton community!

POSITION OVERVIEW

The Field Sales Account Manager will be responsible for executing sales strategies within an assigned territory, focusing on superior marketplace execution, exceptional customer service, and profitable net sales performance. This role involves daily sales calls, merchandising, building displays, and fostering long-lasting customer relationships.

KEY RESPONSIBILITIES:

SALES AND MERCHANDISING:

Conduct daily sales calls to stores within the assigned territory.

Sell sufficient product inventory to meet customer demand.

Execute sales plans through selling, merchandising, shelving, and building engaging displays.

Engage and onboard new customers to Cape Breton Beverages' products, services, and promotions to enhance in-store presence.

Develop all assigned accounts to achieve sales, market share, product distribution, space allocation, and customer service goals.

Identify selling opportunities to increase incremental displays and promotional programs in-store.

Utilize point-of-sale materials to stimulate sales.

Maintain and increase shelf facings, clean shelving and racking, and rotate products.

Eliminate out-of-stocks and out-of-date products through effective order taking.

CUSTOMER ENGAGEMENT:

Provide outstanding customer service to Cape Breton Beverages customers.

Proactively engage with customers and build strong relationships.

Educate and excite customers about our existing portfolio of beverages and upcoming innovations.

Resolve customer issues promptly to ensure satisfaction.

Understand customer needs and provide solutions from our product line.

Identify and pursue opportunities to grow Cape Breton Beverages' business and customer market share.

COMMUNICATION AND COLLABORATION:

Present key updates to the Sales Manager.

Maintain regular communication around sales activities.

Keep the Sales Manager and team informed of important community news and events.

Work closely with warehouse and delivery teams to ensure effective service.

Manage merchandising team and ensure that large format customer accounts are properly merchandised by CBB.

Monitor and report on competitive activity.

ADDITIONAL RESPONSIBILITIES:

Adhere to brand and merchandising guidelines.

Assist with accounts receivables as required.

Perform service repairs and preventative maintenance equipment as needed.

Assist with the delivery and setup of cooler and vendor equipment in the trade.

Other duties as assigned.

SKILLS AND QUALIFICATIONS:

Organized and proactive with a sense of urgency.

Ability to take direction and provide constructive feedback.

Ability to stay calm under stressful situations.

Solution-driven team player willing to help when needed.

Continuous improvement mindset.

Ability to build long-lasting customer and stakeholder relationships.

Accountability and results-oriented mindset.

Excellent communication and interpersonal skills.

Professional appearance, including maintaining a clean vehicle.

Commitment to Cape Breton Beverages' values of integrity, respect, accountability, continuous improvement, and pride in one's work.

Ability to identify opportunities for increased market share and sales – a go-getter.

GOALS:

Achieve superior marketplace execution.

Deliver exceptional customer service and satisfaction.

Maintain an exceptional community reputation.

Build brand awareness.

Drive market share growth.

Achieve profitable net sales performance.

QUALIFICATIONS:

Bachelor's degree in Business, Marketing, or a related field is preferred.

Minimum of 2 years of sales experience, preferably in the beverage industry.

Valid driver's license with a clean driving record.

Ability to lift and carry products up to 50 lbs as needed.

BENEFITS:

Company vehicle (includes gas, insurance, maintenance and tires).

Company cell phone.

Company-branded clothing.

Company events.

Mandatory benefit plan participation (cost shared 50/50) that includes:

- LTD (optional), Medical (mandatory), Dental (mandatory) and Life Insurance (mandatory), and
- Defined Contribution Pension Plan (mandatory); 5% annual gross salary contribution matched by Cape Breton Beverages.

Online Doctor Access through Medical.

Employee Assistance Program.

Paid vacation.

HOW TO APPLY:

Interested candidates are invited to submit their resume and a cover letter detailing their relevant experience and qualifications to sales@cbbeverages.ns.ca before May 14, 2025.

Cape Breton Beverages is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

We appreciate the interest of all applicants; however, only those selected for further consideration will be contacted.