



Job Description

Title: Business Development (BD) Account Manager

Department: Business Development

Reports to: VP, Sales & Business Development

FSLA status: Exempt, Full-Time

FREE FLOW WINES – SAVING THE WORLD ONE KEG AT A TIME

Free Flow Wines is looking for candidates who are passionate about what they do, enjoy working hard and thinking outside the 'bottle', but also appreciate a work-life balance. Free Flow created the wine on tap industry, and continues as the leader in keg packaging, logistics and market development. At Free Flow, a diverse, supportive and fun environment is core to our culture and we are looking for employees who share these same values. If you enjoy a fast-paced and dynamic workplace and care about quality, customer success and sustainability, we are looking for you. We believe that by attracting and retaining the best talent, together we can build a category that will make a difference, from the wines that are poured into your glass to saving the world – one keg at a time.

Summary:

As the BD Account Manager, you will have your finger on the pulse of the growth of Free Flow. Working closely with our VP of BD, you will be interacting with independent and national accounts to increase the number of taps flowing in the market. In conjunction with our Marketing department, you will coordinate trade shows, educational seminars, and our expanding installer network. As the central hub for the BD department, you will help track progress, log customer information, and facilitate installations across the country. In addition, you will also be actively prospecting to develop a sales pipeline and selling Wine on Tap to operators (with distributor and winery partners). This is a BD position, so you will be interacting directly with leads and customers and selling the concept of wine on tap.

This position reports directly to the Vice President, Sales and Business Development of Free Flow.

This position has no direct reports.

Responsibilities:

- Prospecting and Sales
 - Assertive focus on prospecting Wine on Tap operators in CA to build an active Pipeline of opportunities
 - Active follow up and tracking of all independent leads generated by our web site, phone, and industry partners
 - Responsibility to achieve budgeted independent sales goals assigned to the role
 - Management and follow up with new accounts to provide proper support and training
- National Account Support
 - National Account project management support as needed with specific focus on management of National & Regional operator accounts
 - Manage relationships of all draft equipment, installer and equipment design partners
- Business Development Coordination
 - Field incoming 855-KEGWINE & TryWineOnTap.com inquiries, follow-up to gauge status of installations, and keep ongoing record of all activity
 - Field incoming sales rep questions and follow-up with support as needed
 - Assist in development of the FFW Sales Training programs via digital interface & larger group presentations
 - Oversee and track Independent Operator leads and relationship management
 - Monthly updates of wines available for Strike Zone Markets
- Data Management
 - Responsible for all operator account data updates in NetSuite & associated metrics generation
 - Update and manage all data in NetSuite related to “Who’s Pouring WoT”
 - Provide NetSuite reporting as requested to support BD team
- Marketing Support
 - Develop Installer Training & Certification Program
 - Work closely with Marketing team to support needs for operator events and trade shows
 - Work closely with Marketing to organize and update Operator focused sell sheets, presentations, and other materials
- Travel as needed to visit strategic equipment/installer partners, key markets, possible distributor training, and generally support business

Qualifications:

- Bachelor’s degree
- 2+ years sales experience in the beer, wine or spirits industry
- Assertive self-starter who has the ability to work independently while also being a good team player
- Proficient using MS Office Excel, Word & Google Apps
- Familiarity with NetSuite or similar CRM software a plus
- Reliable, honest, professional, positive, energetic and a sense of humor
- Flexible and adaptable to change
- Ability to multi-task, high attention to detail and excellent organizational skills

- Forward thinker who is efficient with strong problem-solving skills
- Excellent verbal and written skills
- Thrives on working in a fast-paced, dynamic, start-up environment

Compensation:

- Salary: Depends on Experience
- Free Flow Wines offers a comprehensive compensation & benefit package
- Regular hours are 8:00am - 5:00pm Monday through Friday, but some travel and weekend work is expected
- Position is ideally based in No. CA with several days per month in Napa / Sonoma offices
- Should be able to lift 60 lbs. on occasion

If you'd like to be considered for this position, please, submit your cover letter and resume via email to ana@freeflowwines.com and include "FFW BD Account Manager" in the subject line.