



TITLE: Area Sales Manager – Food Service
LOCATION: Southern California

THE OPPORTUNITY:

Acquire and manage food service outlets such as hospitals, hotels, corporate office etc. in Southern California for a high growth flavored water company.

Key Responsibilities Include:

- Develop and qualify leads
- Sell product into new accounts/stores
- Conduct store visits and customer account maintenance
- Prospect potential customers via phone and in-person
- Prepare and present sales proposals
- Close deals
- Assist with local promotional activity
- Display accountability along with desire for personal growth and ownership

WHO ARE YOU?

You are an energetic, outgoing and highly organized professional. You have a track record of meeting (or exceeding!) goals and delivering against clearly stated objectives. You look not only to close the deal but also to create long-lasting partnerships with your customers.

Ideally you have experience within the beverage category – natural channel a plus – but if you think your experience within other relevant channels applies, we're listening. Experience working with distributors is a plus.

- Not afraid to start conversations with people you don't know
- Great outgoing personality
- Excellent communication skills (written & verbal)
- Ability to work in a dynamic, fast paced environment with quotas and goals
- Attention to detail, organization and time management skills
- Ability to work both independently and as a team player
- Self-starter but able to take direction as well
- Passionate about a healthy lifestyle

- 3 years of prior sales experience - CPG experience preferred
- Bachelor's degree preferred; combination of education/experience will be considered

WHAT WILL YOU DO?

- Act as food service expert for Southern California at hint water and be a key contributor to the new dedicated food service sales team
- Maintain key existing accounts by developing relationships with key stakeholders to sell in additional SKUs, additional facings, new placements and other opportunities to grow hint volume
- Acquire new food service outlets across target channels such as corporate accounts, hospitals, education facilities etc.
- Track/ monitor status by consistently using CRM tools
- **Initially: (execution)**
 - Maintain a list of pre-selected existing outlets
 - Target a pre-selected list of high potential outlets to acquire
- **Subsequently: (strategy)**
 - Review periodic performance of outlets to determine which may need more support to maintain
 - Identify high potential accounts to go after for review with the Director of Food Service

WHO WILL YOU WORK WITH?

- **Food Service Director:** Report directly to the Food Service Director
- **Local SoCal Sales Team:** Work alongside the SoCal retail sales team and partake in SoCal specific performance goals, run by the Regional Manager
- **Field Marketing:** Liaise with the field marketing team to set up samples/demos of hint water at high priority/high potential accounts
- **Sales Marketing:** Liaise with the marketing team to obtain relevant POS/ promotional material
- **Industry Colleagues:** Communicate with other Food Service professionals to exchange best practices etc.

WHO ARE WE?

hint® makes it easy for consumers to live a healthier life. Our signature product, hint® water, brings the flavor of delicious fruit to water without making it taste sweet. Our fans are ordinary people who wanted to drink water, but found plain water boring. They are trying to avoid sugar, diet sweeteners and all the junk that you find in other beverages. When they taste hint®, they fall in love -- they tell us that every day. Our latest product, hint® sunscreen, offers SPF 30 protection without oxybenzone or parabens and smells as great as it feels on your skin.

Founded in 2005 by former AOL Executive and Award Winning Entrepreneur, Kara Goldin, **hint water** has expanded to over 16 delicious flavors and 6 flavors of **hintfizz**[®], a line of unsweetened sparkling water. We recently introduced our third product line, **hint kick**[™], marrying the same delicious fruit-kissed water with a light touch of caffeine! The leader in flavored essence water, **hint**, and **hintfizz**, can be found in fine grocery and retailers across the United States such as Whole Foods, Andronico's, The Fresh Market, Starbucks and Bristol Farms. **hint**, can also be purchased online at www.drinkhint.com and Amazon.com.

HINT, Inc. is headquartered in San Francisco, California. www.drinkhint.com

HOW TO APPLY:

If this sounds like you, please send cover letter and resume to: glenn@drinkhint.com. Please include "ASM Food Service-SoCal" in the subject line – thanks.

We look forward to meeting you.