



Position Description

Position Description: **(RSM) Regional Sales Manager**

Summary:

The Region Sales Manager's (RSM) main priority at CytoSport is developing and coaching their Area Sales Manager and Brand Managers (to include interns) while executing Muscle Milk® strategy and initiatives with a set group of regional distribution partners and key retail chain accounts. The candidate's success will rely on developing influential relationships with General Managers, Unit Managers and/or other key decision makers of distributor partners and key retail accounts.

Essential Functions:

- Responsible for achievement of all Regional volume, distribution and profit goals.
- Communicating strategic priorities; driving and managing key Muscle Milk® initiatives.
- Developing systems to track and measure execution.
- Monitoring sales/POS progress against business plans.
- Owning Distributor & Key Retail Account budgets and results (Distribution, Price, Promotion, and Multiple Points of Display).
- Coaching employees to achieve their specific goals. Solutions that resonate with distributor needs while achieving Muscle Milk® goals; and helping drive best practices by producing excellent results and creating innovative solutions are expected.

1. Creating Alignment with Distributor Network and Muscle Milk®

- a) Develop relationship with all key influencers and decision makers at MU/Independent bottlers who have direct involvement with Muscle Milk.
- b) Develops communication schedule and process with Distributors to explain and implement all Muscle Milk® business strategies and initiatives to ensure proper alignment and understanding of strategies, National and Regional Key Account Authorizations and annual goals
- c) Manage the systems to track volume, distribution and budget against goals
- d) Manages communication and education of key Muscle Milk® initiatives with Distributor Management team (Regions and Independent Network)
 - i. Lead training sessions on key initiatives and general job skill development for all CytoSport employees in the division.
- e) Manages 'Wiring Model' that ensures all local Distributor Decision Makers are wired with specific Muscle Milk® personnel
- f) Communicates/ Executes National Retail authorizations throughout MU and Independent Network
- g) Manages all Regional Retail authorizations throughout the MU and Independent Network

2. Business Plan or Regional Annual Operating Plan

- a. Responsible for reviewing with Distributor Management team (Divisional MU and Independent Network) the annual business plans with regards to organization



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requirements, distribution, volume, investments, and distribution objectives for Muscle Milk business on a quarterly basis

- i. Monitor and scorecard all national/regional programs
- ii. Consistently communicates with Distribution system and MU top management to guarantee alignment on all Muscle Milk goals and objectives
- b. Manage POS allocation for MU/Independent Bottlers
- c. Assist in development, acquisition and authorization of Muscle Milk® shelf programs for Key Regional Retail Chain accounts; work in conjunction with Distributor Account Owner & Muscle Milk® National Accounts team to achieve goals
- d. Works with National/Regional Accounts Team to evaluate ROI with regards to 'pay-for-space' agreements and budget implications.

3. Business Intelligence

- a. Maintains strong working knowledge of all CytoSport & Muscle Milk® information systems, brands and product specifications
- b. Develops knowledge of key account systems and how they relate to Distributors
- c. Proactively use Business Intelligence to increase performance of Divisional Distributor network
- d. Holds Distributor Management team (Divisional MU and Independent Network) accountable for monthly Depletion Reports and all other agreed upon reporting within specified time frames

4. Coach and Develop Distributor Sales Team

- a. Leads Muscle Milk® training initiatives to develop both general and specific product knowledge for Distributor Sales Teams
 - b. Provide individual coaching/communication to key Distributor personnel
- Other project-oriented assignments and tasks related to the marketing operations of the Company.

Position Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individual with disabilities to perform the essential functions.

Knowledge/Skills:

- Must be able to identify and resolve problems in a timely manner and gather and analyze information skillfully.
- Must be able to speak clearly and persuasively in positive or negative situations. Demonstrates group presentation skills and conducts meetings. Must possess strong negotiation skills.
- Must have excellent communication and active listening skills.
- Strategic thinker with strong business acumen.
- Must be able to delegate work assignments, gives authority to work independently, sets expectations and monitors delegated activities.



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- This individual must inspire and motivate others to perform well, accepts feedback from others.
- Clear and proven ability to develop and implement successful sales and trade marketing strategies.
- Strong knowledge of consumer marketing principles.
- This individual prioritizes and plans work activities, uses time efficiently and develops realistic action plans.

Education/Experience:

- Bachelor's Degree in related field or equivalent years experience preferred.
- Strong analytical skills and experience using internal and external data sources (i.e. Nielsen, IRI).
- In-depth knowledge of FMCG and DSD industry.
- Must be extremely proficient in Microsoft Excel and PowerPoint.
- Distributor and Supplier experience required.
- +5 years, outstanding sales experience and track record in Consumer Goods industry (Bev. Preferred)
- Ability to lead, manage and motivate a team of direct reports, 5+ years of management experience
- Experience in working with or managing a DSD network

The essential functions of this position include, but are not limited to, those specifically identified in this description. The Company may, at its sole discretion, add to, change, or expand the essential or marginal functions of this position.