



**TITLE:** Area Sales Manager  
**LOCATION:** Austin/San Antonio, TX

#### **THE OPPORTUNITY:**

hint® water is seeking a strongly motivated Area Sales Manager (ASM) to join our Texas sales team, focusing on retail sales accounts within Austin and San Antonio. The ASM will oversee and support all aspects of the sales cycle, including management of existing sales accounts, as well as the development and signing of new accounts. A proactive approach to all aspects of customer and distributor management is a must!

We are located in the Union Street District in San Francisco. Competitive salary and bonus offered. No relocation. Healthcare benefits 100% paid for by company, FSA, 401K (regular and Roth), gym stipend, snacks and LOTS of water! Free parking at the Marina Green, or accessible by MUNI.

#### **WHAT WILL YOU DO?**

- Act as foodservice expert for the Texas region at hint® water and be a key contributor to the retail sales team.
- Maintain important existing accounts by developing relationships with key stakeholders. Your goals are to sell in additional SKUs, additional facings, and new placements, and to create other opportunities to grow hint® volume.
- Monitor status by consistently using CRM tools
- **Initially: (maintenance)**
  - Maintain key existing accounts and develop relationships effectively
  - Develop relationship with local distributor and their reps
  - Identify and pursue quick wins for hint retail sales
  - Participate in weekly sales calls to highlight successes, discuss challenges and understand company-wide strategies
- **Subsequently: (acquisition)**
  - Identify and acquire new accounts sell hint
  - Provide recommendations for additional distribution/ regional chain requirements
  - Owns relationship with key accounts

#### **WHO WILL YOU WORK WITH?**

- **Regional Manager:** Report directly to manager covering Texas region
- **Local Sales Team:** Work with other Area Sales Managers and Merchandisers (where relevant)
- **Field Marketing:** Liaise with the Field Marketing team to set up samples/ demos of hint® water at high priority/ high potential accounts (in long term)
- **Sales Marketing:** Liaise with the Sales and Marketing teams to obtain relevant POS and promotional material

#### **WHO ARE YOU?**

- At least 2-3 years of sales experience (CPG preferred)
- Prior experience managing a team preferred as this role could have swift growth potential
- Prior experience with foodservice accounts preferred
- Ability to work in a dynamic, fast paced environment with quotas and goals
- Self-starter but able to take direction, ability to work both independently and as a team player
- Attention to detail, organization and time management skills
- Great outgoing personality
- Excellent communication skills (written & verbal)
- Passionate about a healthy lifestyle
- Bachelor's degree preferred; combination of education/experience will be considered

#### **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

#### **Minimum Qualifications:**

- Bachelor's degree preferred; combination of education/experience will be considered
- Beverage marketing sales experience preferred
- Ability to work both independently and as a team player
- Ability to work in a fast-paced environment with quotas and goals
- Attention to details and time management skills
- Excellent communication skills i.e. written/verbal

#### **WHO ARE WE?**

**hint**® is a refreshing alternative to sodas, juice and other sweetened drinks and it tastes great! We are on a mission to help the world live a healthy lifestyle, both by offering our delicious products for consumption, and by supporting other healthy initiatives. Apparently, we have struck a chord, and our water is popping up in all sorts of places such as Time Magazine, the Academy Awards, on Grey's Anatomy and in the hands of fans such as John Legend, Steven Spielberg and Charlize Theron. **hint** was named one of the "15 Startups You Need to Know for 2015" by Forbes.

Founded in 2005 by former AOL Executive and Award-Winning Entrepreneur, Kara Goldin, **hint**® 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, and Bristol Farms. **hint**®, can also be purchased online at [www.drinkhint.com](http://www.drinkhint.com) and Amazon.com.

The idea behind **hint** is simple: pure water, nature's original refreshment, accented with fruit essence. No sugar, no diet sweeteners. EVER.

HINT, Inc. is headquartered in San Francisco, California.

[www.drinkhint.com](http://www.drinkhint.com)

**If this sounds like you, please send cover letter and resume to Justin Hutto, at [jhutto@drinkhint.com](mailto:jhutto@drinkhint.com). Please include "ASM Austin/San Antonio" in the subject line – thanks.**

**We look forward to meeting you.**