

DuBlasé Sales Representative Guideline

Main Responsibilities:

- DuBlasé placements in on-premise accounts, including bars, restaurants, hotels, and others.
- DuBlasé placements in off-premise accounts including grocery stores, liquor stores, and others.
- Be the face of the brand to on-premise & off-premise accounts in your market.
- Provide reports on on-premise & off-premise accounts.

Key Focus:

- Successfully communicate and implement the DuBlasé brand to new and existing accounts.
- Develop loyalty with accounts, so they list and push DuBlasé products.
- Maximize the visibility of DuBlasé products on-premise and off-premise.
- Drive brand knowledge to promote DuBlasé products on-premise and off-premise.
- Identify and 'mentor' bartenders to become brand champions for DuBlasé.

Account Management

- Manage/monitor on-premise and off-premise accounts.

Compensation Structure

- \$15-\$25 per hour.
- \$25 per hr. for activations and approved events.

Incentive Structure

- Free DuBlasé provided at management's discretion.
- Expense paid trips to new markets, when applicable. Expenses at management's discretion.
- Personal account budget when applicable.
- Industry insight, data & professional connections.
- Free promotional items such as merchandise.