



**Technical Sales Representative – Napa Valley, California  
(Classification: Exempt)**

Report to Regional Sales Manager- Ivonne Dresser

Position Summary: Responsible for technical sales, including the promotion, sale, and support of products and services to the beverage accounts in the Napa Valley Region of California. Beverage accounts include winery, brewing distillery, and juice accounts plus any other industry allied accounts.

**General Responsibilities:**

1. Develop new business and maintain existing business in the prescribed territory. This is achieved through direct and regular contact with the customer base to introduce and sell new products, maintain the sales of current products, and provide the necessary technical support to satisfy the customer.
2. Become proficient in Gusmer Enterprises' product line and customers' processes.
3. Identify and develop new customers and sales opportunities in the territory.
4. Forecast sales for the territory and achieve performance goals.
5. Prepare quotes and technical information. Create special programs to meet the customer needs.
6. Conduct on sight production and laboratory trials as required.
7. Interface with suppliers, R&D, other sales people, customer service and distributors to support trials, experiments, marketing requirements and sales to customers as required.
8. Assist in the development and implementation of general marketing campaigns as required.
9. Assist with product development.
10. Assist with technical seminars for customers and academic programs as required.
11. Assist with anything else that comes under the scope of general sales and marketing.

**Qualifications/Experience/Requirements/ Skills:**

1. BS/MS in fermentation/food science or suitable experience, with an understanding of basic chemistry/microbiology.
2. Experience in technical sales is highly desirable
3. Extensive beverage processing knowledge (beer, wine, distilling, juice).
4. Able to travel overnight up to 20%.
5. Good communication, multi-tasking and organizational skills.
6. Team player, strong people skills, self-motivated and ability to work without direct supervision.
7. Computer proficient in WORD, EXCEL, POWER POINT and other basic business programs.