



Red Leg Brewing Company
2323 Garden of the Gods Road
Colorado Springs, CO 80907
redlegbrewing.com

Territory Manager - Craft Beverages

Red Leg Brewing Company

Do you see territory management as playing three-dimensional chess while others play checkers? When you look at your territory, do you see 200 relationships to nurture, untapped opportunities to develop, and strategic partnerships that could transform everyone's business? If you believe that true sales success means growing the pie for everyone—not just grabbing a bigger slice—then we need to talk.

Maybe you're currently juggling accounts for a company that sees you as either a farmer OR a hunter, never understanding that the best territory managers do both. Perhaps you're tired of companies that dump 300+ accounts on you with no support, or ones that only care about new logos while your loyal decade-old partners get ignored. That's not Red Leg. For twelve years, we've built our success on a simple truth: take care of the partners who take care of us, while strategically growing with the right new relationships.

Our Territory Manager oversees the complete lifecycle of over 200 partnerships across Colorado Springs and beyond. You'll nurture our existing partners who've been pouring Red Leg for years while identifying and developing new opportunities that align with our values. And here's where it gets interesting— we're adding wine to our portfolio, so you'll be crafting beverage programs, not just pushing kegs. We need someone who can confidently discuss IBUs with a brewpub manager at lunch and wine pairings with a restaurant sommelier at dinner.

A Note on Experience

We're at an inflection point. After years of steady growth in beer, Red Leg is ready to become a complete craft beverage partner. We've learned what doesn't work—hiring pure hunters who alienate existing accounts, or farmers who can't open new doors, or beer-only reps who freeze when someone asks about wine. This time, we're seeking a proven territory professional who can effectively manage and coordinate all aspects of the role.

The right candidate brings a track record of both retaining major accounts AND opening new ones. Perhaps you've excelled at a larger distributor, but you're tired of being told which accounts are important and which aren't. Perhaps you've dominated a territory in wine or spirits and want to expand your expertise to include craft beer. Or you've been successful in craft beer but want to expand into a fuller beverage portfolio without joining some massive corporation.

This role offers what senior territory positions rarely do: complete ownership of your market, influence on

which products we develop based on what your accounts need, and the chance to build something that becomes the template for how we expand into other markets. You'll have the authority to structure deals that make sense, the variety of managing everything from dive bars to fine dining, and ownership that understands that a properly managed territory is a profit center, not a cost center.

We're not looking for someone who needs this job. We're looking for someone who sees this territory, this portfolio, and this opportunity and thinks, "I could build something special here."

The Multi-Faceted Role

Account Management (50%): Nurture and grow 200 existing partners. You know their busy seasons, their customers' preferences, their pain points, and their potential. You're their beverage consultant, not their order-taker.

New Business Development (35%): Identify and open strategic new accounts. Not just anyone who will buy—partners who align with our brand and values. Quality over quantity, always.

Portfolio Expansion (15%): As we add wine and potentially other craft beverages, you'll help us intelligently expand our partners' offerings. You're building beverage programs, not just selling products.

The Culture You're Joining

Red Leg's culture demands excellence and accountability. The right candidate knows that every interaction reflects on all 60 of us, that a well-managed territory produces predictable growth, and that balancing existing accounts with new opportunities is an art form. You'll need to hold yourself to high standards while helping our entire partner network succeed.

Are you tired of companies that pit account management against business development? Do you want to work somewhere that values a saved account as much as a new one? Are you ready to be the architect of a territory that becomes the model for our expansion?

What Success Looks Like

Year One: You've strengthened all 200 existing relationships while adding 20-30 strategic new partners. You've mastered our beer portfolio and helped launch our wine program. Territory revenue up 20%.

Year Two: Your territory runs like clockwork. Account retention is near 95%. You're consulting on beverage programs, not just selling products. Other territories are adopting your systems. Revenue up another 25%.

Year Three and Beyond: You've built the most enviable territory in craft beverages—partners who won't leave, competitors who can't crack your relationships, and growth that's both sustainable and predictable. You're writing the playbook for how we expand regionally.

Compensation & Benefits

We pay for proven talent and reward balanced success:

- **Base Salary:** \$55,000-\$65,000 DOE
- **Commission Structure:** Uncapped, based on both retention and growth (OTE \$65,000-\$100,000)
- **Health Insurance**
- **PTO**
- **401K**
- **Vehicle allowance/mileage reimbursement**
- **Growth Opportunity:** This role could evolve into Sales Director as we expand

Ready to apply? *Please submit a cover letter and resume to info@redlegbrewing.com.*

Tell us about a territory you transformed—what was it like when you inherited it versus when you left it? And be honest: how many accounts can you actually manage well before quality suffers?

We're interviewing immediately for the right candidate who can start contributing to our 2025 growth plans.

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