



# Area Sales Manager, New York

## Position Summary:

Reporting to the Region Sales Manager, Northeast this position is responsible for building the FRS Healthy Energy business within the assigned territory. Business development includes acquisition of new accounts and brand expansion/activation within existing business.

## Responsibilities:

- ❑ Grow account base and support brand launch through direct customer interaction and selling at retail.
- ❑ Collaborate with distributors in assigned territory (metro New York focus) to drive results.
- ❑ Play critical role with grassroots marketing activities including in-store and experiential consumer sampling.
- ❑ Assist with the merchandising and operational needs within the assigned territory.
- ❑ Support customer / partner / consumer brand programming through participation in athletic and entertainment events.

## Experience / Qualifications:

- Beverage sales experience required
- Minimum of 3 years sales experience
- Experience in the beverage, nutrition and/or sports marketing fields
- Strong leadership skills
- Be willing, able and enthusiastic to get in front of retail buyers
- BA or BS degree preferred
- Proficient in Microsoft Office
- Must be able to work remotely and independently
- Positive attitude and team-orientation a must!

Compensation will include salary, bonus, stock options and health benefits.

Please e-mail resume to [careers@frs.com](mailto:careers@frs.com)

## About The FRS Company

Founded in 2004, The FRS Company is the developer and distributor of FRS® Healthy Energy®, a line of health, wellness and performance offerings. All FRS products are fueled by Quercetin™, a powerful all natural antioxidant found in fruits and vegetables, that helps unlock your body's natural energy. FRS ready-to-drink cans and select additional products are currently available at GNC, Rite Aid and Vitamin Shoppes nationwide, at grocery and convenience chains, in bike and specialty stores as well as online via FRS.com and Amazon.com.

FRS recently signed an exclusive agreement with PepsiCo to distribute the entire FRS product line nationwide. More information can be found at [www.frs.com](http://www.frs.com).

