

Market Sales Manager

SUMMARY

The Market Sales Manager position manages sales activities by performing the following duties personally or through subordinate sales staff. This position is responsible for creating sales opportunities and win business from targeted sign companies, display manufactures, specialized distributors, etc. This will require daily exchange with the company's customer base to increase product awareness, as well as build rapport with the distributors' sales teams. Successful job execution comprehends time and territory planning, on site sales calls, introduction of new products, application consulting, operational pricing, claims management, collection and finally accomplishing the agreed sales goals. This position will receive training on company products and technology.

RESPONSIBILITIES

- Develops and implements strategic sales plans to accommodate market/corporate goals.
- Provides sales forecasting and sets performance goals accordingly.
- Manages staffing, training and performance evaluations to develop and control sales program.
- Advises distributors and clients concerning sales opportunities.
- Assigns sales territory to sales representatives.
- Analyzes sales data to formulate sales plan and assist distributors in promoting sales.
- Makes recommendations to company leadership on product simplification and standardization to eliminate unprofitable items from sales line.
- Represents company at trade association meetings to promote product.
- Delivers sales presentations to key clients in coordination with sales representatives.
- Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.
- Prepares periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion.
- Monitors and evaluates the activities and products of the competition.
- Effectively manages sales budget for the market.
- Perform other tasks as directed by management.

Competencies

- Communication Proficiency
- Results Driven
- Initiative
- Customer/Client Focus
- Technical Capacity
- Performance Management
- Leadership
- Problem Solving/Analysis
- Organizational Skills
- Teamwork Orientation
- Business Acumen

Supervisory Responsibility

Manage all employees assigned within the market and is responsible for the performance management and hiring of the employees within that market.

Travel

Position requires travel including international.

Qualifications

- English proficiency
- Bachelor's degree or international equivalent
- Strong drive to achieve business objectives
- 3+ years working experience in sales, business development, key account management, or similar
- 2+ years in leadership position
- Excellent presentation and written communication skills

Preferred Skills

- Proven track record in the signage or lighting industry is a plus
- Knowledge and familiarity with comparable products
- Additional languages a plus

PERFORMANCE METRICS

- Total sales
- Gross profit margin
- Profit margin

REPORTING STRUCTURE

Direct: Managing Director – America's & Pacific Rim