REGIONAL SALES MANAGER

Job Description:

A Regional Sales Manager oversees the daily and long-term operations of a given business’s stores across a particular region.  They are responsible for directing and overseeing the organization’s sales objectives, policies and initiatives. A Regional Sales Manager will also be setting short- and long-term strategies for sales while at the same time, evaluating the effectiveness of the current sales program. They practically need to be familiar with practices, concepts and procedures in sales. Throughout the time of service, a Regional Sales Manager will be relying on their extensive experience and judgment to plan and achieve various company goals.

Job Responsibilities:

* Recommend service and product enhancement to improve the sales potential and customer satisfaction
* Ensure the delivery of targets through individual recognition, performance review, people management and reward
* Meet with customers to discuss their evolving needs and to assess the quality of the company's relationship with them
* Determine the company's gross-profit and annual unit plans by analyzing trends and results and implementing marketing strategies
* Develop field sales action plans to facilitate the implementation of the regional sales programs
* Maintain technical and professional knowledge by reviewing professional publications, participating in professional societies and establishing personal networks
* Plan for the achievement of individual and divisional targets in alignment with the strategies and policies of the company
* Establish sales objectives by projecting expected sales volume and forecasting and developing sales quotas for territories and the region
* Establish clear sales objectives for each team member
* Create a distinct sales process and marketing strategies for sales managers and reps to follow
* Educate sales team on new or upcoming products and services
* Continually monitor and track regional sales performance
* Analyze monthly sales outcomes and create reports for upper management
* Build and maintain positive client and customer relationships
* Attend trade shows and conventions as needed
* Promoting the company’s products after communicating with in-store management and marketing teams.
* Acting as the main point of contact with brokers, suppliers, and distributors in the region.
* Implementing sales goals and communicating them to key individuals.
* Preparing sales reports and submitting them to senior management.
* Communicating with store managers to determine their needs.
* Promptly responding to customer requests.
* Maximizing growth potential of stores within the region.
* Ensuring that stores comply with industry regulations.
* Preparing budgets and analyzing the market.
* Collecting customer feedback as well as market research.

Job Qualifications:

* Bachelors in business, marketing, or related field required
* Masters in business, marketing, or related field preferred
* Experience as a regional sales manager

Opportunities as a regional sales manager are available for applicants without experience in which more than one regional sales manager is needed in an area such that an experienced regional sales manager will be present to mentor.

Job Skills Required:

* Willingness to travel
* Understanding of the industry
* Understanding of the company’s needs
* Great interpersonal and communication skills
* Business development and strategy implementation knowledge
* Strong leadership and decision making skills
* Ability to sell, manage and drive growth
* Excellent customer relationship management skills
* Ability to meet sales targets and production business goals
* Sense of ownership and pride in your performance and its impact on company’s success
* Critical thinker and problem-solving skills
* Team player
* Good time-management skills
* Great interpersonal and communication skills
* Familiarity with industry’s rules and regulations
* Ability to lead
* Ability to resolve interpersonnel issues