

## Sales Manager

**Purpose:** Achieve sales goals established by Sales Director. Manage daily operations of department. Ensure highest level of customer service.

**Status:** Reports to Sales Director. Coordinates with other departments as necessary.

### Responsibilities

#### Managing the Workforce

1. Identify and maintain appropriate staffing levels to achieve department goals.
  - a. Account management expertise
  - b. Merchandising expertise
2. Assign accounts to appropriate staff, cover staffing for vacations, etc., and assign other tasks as needed
3. Direct management of Sales staff and oversight of the sales department.
  - a. Hire, review and terminate Sales staff.
  - b. Develop goals and objectives for individual Sales staff.
  - c. Motivate, develop, and direct purchasing staff as they work.
4. Ongoing interface with Sales staff to ensure smooth department operations.
  - a. Hold consistently scheduled staff meetings.
5. Provide guidance to sales staff members on strategy and conflict resolution.
6. Create a positive work environment to facilitate team approach.

#### Strategic

1. Provide input to Sales Director to help establish sales goals.
2. Create and implement strategies to meet established goals.
3. Analyze sales activities and trends.
4. Manage Key Account Program including site visits.
5. Work with Account Managers both in-house and in the field to maintain customer satisfaction and to resolve problems.
6. Set pricing guidelines, discount and promotional programs.

#### Managing the Workflow

1. Develop overall goals for each Account Manager
  - a. Set goals for each account (volume, margin, credits, etc.)
2. Evaluate accounts for performance and identify tier status for each account.
3. Develop Sales Department staffing schedule.

4. Identify and share best practices amongst sales staff.
5. Ensure collective accuracy of customer data in system (VIXEN and email).
6. Manage process of credit application to the point of hand-off to Finance.
7. Communicate with other departments as needed to ensure the smooth workflow for the department and company.

### **Essential Requirements**

1. Think strategically and systemically.
2. Understand overall market conditions and competitive pressures (competitors' products, prices, and sales.)
3. Make decisions independently on issues regarding account management that impact financial outcomes.
4. Make decisions collaboratively with Sales Director regarding sales strategies.
5. Solve problems and think creatively.
6. Determine tasks, priorities, and goals.
7. Work well collaboratively and independently.
8. Create and evaluate Sales reports.
9. Create and maintain department budget.
10. Create a safe working environment and elevate staff safety awareness.
11. Work with external customers.
12. Frequent phone contact along with face-to-face conversations.
13. Understand and act in accordance with Veritable Vegetable's mission and values in the workplace.

### **Abilities and Skills**

1. Communicate effectively in writing as appropriate for the needs of the audience.
2. Give full attention to what other people are saying, take time to understand the points being made, and ask questions as appropriate.
3. Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
4. Attention to detail, highly accurate and highly organized.
5. Work collaboratively internally and externally.
6. Ability to make decisions. Self-motivated.
7. Ability to manage staff; exhibit leadership skills.
8. Ability to maintain professionalism in all interactions.
9. Strong relationship building skills with a high degree of responsiveness and integrity.

### **Qualifications**

1. 3-5 years of experience in sales management.
2. Experience in produce industry required; experience in distribution a plus.
3. Appreciation for the principles of sustainable agriculture and the value of organic produce.
4. Comfortable with office applications: Word, Excel, Outlook.
5. Must have a valid driver's license and be an insurable driver.
6. Must be fully vaccinated against COVID-19.

**Physical Requirements**

1. Job tasks are performed in close physical proximity to other people.
2. Job requires constant work on computer.
3. Must be able to sit or stand for extended periods of time.
4. Must be able to travel on occasion, work nights and weekends as needed.