



**Description:** Sales Manager

**Sales Manager Job Purpose:** Sells products by developing and implementing sales plans.

### **Sales Manager Job Duties**

#### **Daily responsibilities**

- The sales manager is the main point of contact for clients, independent sales representatives and Designer.
- Work to understand and document the parameters of the project..
- Develop conceptual strategies that are efficient and respond to customer needs.
- Coordinate with design staff for graphic collateral as necessary.
- Use Sales force to manage customer interaction and report out metrics.
- Protect and promote the culture of IDS by making design fun and reflective of outdoor adventure.

#### **Annual objectives**

- Implements national sales plan and revise as necessary based on analysis of trends and results.
- Develop and maintain a network of sales representatives including but not limited to aiding in:
  - The creation of sales rep policies
  - The recruitment of new sales reps based on geography and market conditions
  - The development and implementation of sales rep training
  - The maintenance and of rep resources.
- Work with, organize and maintain IDS marketing collateral and digital assets
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Establish sales objectives and metrics to forecast annual sales quotas for regions and territories and project expected.
- Keep current with changing trends, economic indicators, and competitors.
- Make recommendations on product pricing based on market conditions.

#### **Skills/Qualifications:**

- Client facing communication,
- Negotiation
- Familiarity with design and representation principles
- Familiarity with parks and recreation, climbing or childhood development
- Microsoft office
- Effective coaching and teaching skills to deliver sales representative curricula.