

POSITION OPENING

Sales & Territory Manager

Reports to: Director of Sales & Marketing
Business Unit: Golf Apparel
Supervises: 10 Manufacturer Representatives
Reviewed Date: 10/15/2020
Location: USA – Significant Golf Market

POSITION SUMMARY

The Sales Manager will represent an established line of women's golf apparel on behalf of the manufacturer/distributor and is designed to be a multi-task opportunity for involvement in all channels of golf sales distribution. The Sales & Territory Manager will direct sales in a specific territory, such as Southern California and will play a critical role in developing, achieving growth and exceeding sales targets both personally and for the larger team. Outside of direct sales, the primary responsibility will be managing sales representatives (~10 sales reps) as the link between their needs and the company. This role includes, but is not limited to, establishing sales objectives by forecasting and developing annual sales targets for regions and territories, evaluating current the sales force, hiring / training and developing new sales reps, implementing national sales programs and monitoring results, managing key accounts (such as PGA Superstore and Worldwide Golf), and working to increase the sales at a national level. This position will serve as the marketing lead for promotions, e-mail blasts, point of purchase, and web activities, in collaboration with the North American marketing team. The position will also assist in the merchandising of collections, including line direction, colors, and styling, suitable for the US market. The Sales & Territory Manager will assist in projecting purchases required for the US market, and will plan and organize trade shows presence. This individual must be highly motivated, independent, creative and possess excellent people skills.

Sales & Territory Manager

ESSENTIAL DUTIES

- Implement internal/external sales programs for the women's line of golf apparel within assigned channels/retailers/accounts as both a direct sales agent and as a manager with oversight of the US sales team comprised of 10 sales representatives.
- Open new major accounts and increase revenue opportunities in existing accounts by improving the image and vision/opportunities of the apparel brand.
- Work with sales reps, corporate management, marketing and creative teams in the development and execution of sales growth strategies and execution.
- Travel with sales representative teammates to support sales efforts.
- Establish sales objectives for 10 field sales reps by forecasting and developing annual sales targets for regions/territories and monitor their annual performance to these goals.
- Manage sales performance evaluation tools to analyze product sales, accounts, reps and overall sales performance.
- Evaluate territory representatives, hire new reps, train new reps, and replace underperforming reps.
- Provide territory performance data to upper management on a regular basis to help determine the performance of products in the market.
- Serve as the sales liaison to the internal corporate departments (creative, customer service, marketing, accounting, etc.).
- Input and track orders in the company's ERP system and utilize excellent customer service to follow up and follow through on orders.

LEADERSHIP EXPECTATIONS

- Flexibility to lead individual territory sales as well as effective management of 10 sales reps.
- Complies with corporate work policies. Reliable, predictable sales-related travel and communications are essential.
- Regularly demonstrates the vision and values of the parent organization.
- Foster an environment of team work and cooperation.
- Encourage safe & clean work environment.
- Effective oral and written communication skills.
- Strong interpersonal skills.
- Demonstrate ability to lead and manage multiple responsibilities.
- Ability to define and articulate departmental needs and processes.
- Ability to establish and maintain effective working relationships with coworkers, managers and clients.
- Ability to achieve companywide objectives when directing projects and analyzing and reporting information.

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MINIMUM QUALIFICATIONS

- Four-year degree from an accredited college or university.
- 5-7 years of successful sales and sales management experience in the sports apparel industry (golf industry highly preferred).
- Experience with golf majors.
- Flexibility, as the successful candidate will need to be selling in their territory, as well as managing the sales reps and relationships/sales with the golf majors.
- Well-established network of contacts, business relationships and experience within the golf industry – specifically the retail community and organizations.
- Experience in translating marketing plans into effective sales strategies in the apparel industry.
- Entrepreneur-minded with the proven ability to be autonomous and lead US-based business development.
- Quantifiable accomplishments in development of attainable and aggressive sales goals.
- Outstanding relationship-building skills and client-centered approach to partnership development.
- Strong sense of initiative.
- Ability to travel and work regularly and effectively.
- Strong sense of data analysis to interpret sales results and stock levels as essential business drivers.
- Strong proficiency in Microsoft Office suite of products with a specific focus on Excel.

TO APPLY

Please contact our executive search consultant, Peter Davis, of Snodgrass Partners, Inc. by e-mailing your cover letter (outlining your interest in the position and how your experience and background will make you successful in the position), confidential resume, and list of references (three minimum) to pdavis@snodgrasspartners.com.