

JOB DESCRIPTION DIRECTOR, SALES - RETAIL

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In this document, the masculine gender is used throughout as representative of both genders, without any intent to discriminate for the sole purpose of making the text easier to read.

SUMMARY DESCRIPTION

Our client, a leading North American distributor representing well-known brands in the retail and industrial markets, is presently searching for a Director, Sales – Retail.

Reporting to the CEO, the incumbent will be responsible for planning, organizing, directing and coordinating sales activities, creating development strategies and managing the sales force for the CAN-US territory. He or she will also be on the field with the representatives/agents to coach and mobilize the sales team, promote the company's image and ensure the highest degree of customer satisfaction.

The individual will also participate in developing marketing and sales strategies within the assigned market and territory. The incumbent will work directly with the upper management team to ensure a cohesive and optimal implementation of these strategies throughout the company.

More specifically, the incumbent will play a critical role in ensuring the company meets or exceeds its sales objectives. This individual will integrate market needs and business opportunities into the company's strategies. The incumbent will be supported by a team of qualified agents and support staff.

ROLE AND RESPONSIBILITIES

A - MANAGEMENT AND LEADERSHIP

- Coordinates proper company resources to ensure efficient and stable sales results;
- Provides quarterly results assessments of sales staff's productivity;
- Establish and monitor sales KPI's to ensure that sales on are track with targets;
- Trains and motivates the sales representatives/agents to ensure mobilization and growth of the sales force;
- Establishes and manages effective programs to motivate, coach and train the sales team;
- Must have regular and ongoing communications with team members, including Sales Agents, Sales Representatives, Internal Sales Representatives, Product Managers, the Marketing team, and the Customer Service Manager;

B - BUSINESS STRATEGY

- Develops sales strategies to improve market share and market penetration for all brands and product lines to maximize sales revenues and gross margins;
- Represents the company in industry trade activities;
- Reviews sales activities on major accounts and negotiates sales price and discounts in consultation with the CEO, if needed;
- Establishes sales budget and sales objectives by creating a sales plan;
- Determines sales quota for each agent in support of global sales objectives;
- Advises and supports sales agents in maintaining and expanding client base;
- Builds and maintains relations with key clients and identifies new client opportunities;
- Oversees the revenues, margins and profits of the assigned brands and markets;
- Manages all expenses and discounts by ensuring that corporate policies and programs are followed and respected, which includes instilling a strong culture of trust;
- Ensures a high-level of client satisfaction is met at all times.

C - MARKETING AND PRODUCT MANAGEMENT

- Develops strategies to identify marketing opportunities and new product development;
- Defines product assortment scope and product definition based on market trends to ensure that product development efforts are based on actual market needs;
- Develops metrics to measure and forecast performance by brands and products;
- Ensures preparation, issuance, and delivery of sales materials, exhibits, and promotion programs.

PROFESSIONAL QUALIFICATIONS

- Over 10 years of industry experience or equivalent in sales, marketing or any another related strategic or commercial role;
- Proven results in generating sales growth and revenue;
- Experience in developing sales strategies;
- Available for frequent travels ;
- Ability to motivate and lead a sales team;
- Understanding of business reporting tools (CRM);
- Bilingual (asset).

PERSONAL SKILLS

- Autonomy and strong organizational skills;
- Problem-solving and analytical skills to interpret sales performance and market trend information;
- Ability to identify and develop opportunities and talents;
- Proven leadership, influencing and motivating skills;
- Excellent oral and written communication coupled with a keen sense for developing interpersonal relations.

EDUCATION

- Bachelor's degree in Business Administration.

INFORMATION

Should you require any further information, please contact us:

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