



Job Description: Regional Sales Manager

Position Overview

Reporting directly to VP of Sales, the Regional Sales Manager will provide daily motivation, coaching and support the Sales team with the goal of driving and increasing sales revenue within the assigned accounts. The Manager will assist in developing the organization's objectives and processes related to the Sales Best Practices. This role involves planning, coaching, training and motivating people, selling, leveraging technology, establishing, analyzing and reporting on sales metrics and success, and working with VP of Sales to create and improve selling processes.

The person in this role will be accountable for the overall sales growth of the Sales and will also be responsible to grow his/her own book of business.

Key Accountabilities

- Consistently motivate and manage sales teams by providing daily guidance, coaching, and training to excel on goals and targets.
- Maintain a current working knowledge of Charles River products and future industry trends.
- Maintain a current working knowledge of relevant competitive solutions, products, and services.
- When needed perform technical presentations for customers, partners, and prospects.
- Develop territory sales plans to ensure consistent territory revenue goals and targets.
- Identifies opportunities to increase customer base and maximize potential of existing accounts.
- Builds strong relationships with customers; ensures mutually beneficial partnership with customer base.
- Consults with potential customers to understand their needs; identifies and suggests equipment, products, or services that will meet those needs.
- Collaborate with marketing resources and the company leadership team to develop & implement customer strategies, market strategies, and product needs.
- Develop and manage the documentation and training materials related to all of the Sales processes and procedures including new hire training, job aids and tools (including scripts, product information, and technology guides).
- Establish key metrics in order to monitor, motivate, and drive performance.
- Monitor, document, and report daily results, and prepare weekly, monthly, and yearly analysis reports for senior management, while providing insights on sales trends, issues, and progress.
- Work with IT to leverage and optimize the use of Salesforce.com to capture accurate data and provide a strong user experience for team members. This may include data cleanup and integrity related to serviced accounts.
- Actively engage in development of product knowledge for self and associated teams. Understand the competitive landscape and industry information.
- Communicate internally on competitive information, customer activities, plans and service issues.
- Manages departmental operational metrics, performance measurements, and resource plans. Reviews analysis of sales activities and forecast data to determine progress toward goals and objectives.
- Work with Finance and Human Resources to develop compensation and incentive plans to motivate team on a regular basis and reward success.
- Call directly on customers and develop relationships to drive sales growth within defined book of business.
- Work with internal demand planning and finance teams to determine closeout sales opportunities.
- Identify closeout sales channels and drive sales to minimize excess inventory.

Key Competencies/Skills/Education

- Must possess expertise in selling strategies and methodologies, strategic planning and execution, and employee motivation.
- Must demonstrate outstanding leadership, communication, and interpersonal skills.
- Demonstrated leader who enjoys developing accounts at all levels and who thrives on generating new business while improving existing relationships.
- Proven track record of increasing sales.
- Excellent interpersonal skills and the ability to motivate and inspire a sales organization and keep morale high.
- Exceptional, demonstrated, consultative, sales skills. Ability to craft a solution with services that meet business goals based on client discussions.
- Influence and motivate others, coach and develop, foster teamwork, steps up to address difficult issues, provides clear direction, and champions change.
- Highly analytical with the ability to track, report and understand sales drivers and trends.
- Capable of crafting highly effective emails and sales letters.
- Bachelor's degree preferred
- Previous experience with technology-related to sales and customer service preferred. Knowledge of Salesforce.com or other CRM systems as well as experience with ERP systems.
- 5+ years of Sales management experience
- Passion for diving into the details and providing crisp concise analysis on trends and performance.
- Expertise in Sales metrics & team performance measurement.
- PC skills including Word, Excel, Power Point and experience with CRM systems and associated outputs/ reporting.

Charles River Apparel is an Equal Opportunity Employer.