

Job Identification

Job Title: National Retail Sales Manager
Division: Bailey Metal Products Limited
Department: Sales
Reports to: Director of Commercial & Retail Sales
Revision Date: December 20, 2021

Job Purpose Summary

The National Retail Sales Manager is responsible for National and regional Retail & LBM accounts and establishing sales and marketing strategies to support the company's retail growth goals and objectives. The incumbent will reach their business targets through effective management of direct and indirect reporting relationships, designated territories management and a combination of virtual and in person visits to customer sites. This individual will develop ongoing, profitable relationships with customers and continually maintain a professional image of the company. Strategic thinking and planning, integrity, passion, people management and presentational skills are essential for this role.

This position reports directly to the Director of Commercial & Retail Sales and will work collaboratively with all departments including but not limited to Sales, Customer Service, Operations, Marketing and Finance to ensure revenue and customer satisfaction goals are met.

Responsibilities and Accountabilities

The responsibilities and accountabilities of the position include but are not limited to the following:

- Establish and maintain relationships with new and existing customers through email, video/telephone calls, in person meetings, and industry events. Ensure all reasonable customer requests and needs are being met in a timely manner.
- Manage and assist in the negotiation of annual Retail National Buying Group programs.
- Work closely with customers towards understanding their business needs.
- Penetrate all targeted accounts and radiate sales from within client base.
- Represent company and perform professional presentations or demonstrations of company products at professional shows and trade exhibitions.
- Assist in creating request for proposal (RFP) responses to potential clients.
- Emphasize product features and benefits, quote prices, discuss credit terms, and prepare sales order forms and/or reports.
- Build and foster a network of referrals to create new opportunities for revenue growth.
- Generate and develop new customer accounts to increase revenue, by cold calling if necessary.
- Always maintain professionalism, tact, diplomacy, sensitivity and represent the company in a positive manner.
- Participate in annual Sales Budget preparation by setting targets for current and new business.
- Actively manage call schedule to adequately cover assigned territory in a time-efficient manner.
- Use marketing data using applicable sales management software tools to maximize sales efficiency and effectiveness.
- Maintain accurate records including sales call reports, expense reimbursement forms, billing invoices, and other documentation.

- Assist in monitoring competitive activity, conducts market research, price shops, prepares information reports that quantify market share and changing competitive strategy.
- Build and maintain ongoing awareness of new products, competitor activities, and other related market research.
- Establish territorial responsibilities and assigns staff to ensure adequate professional coverage.
- Manage the overall performance of the Ontario Retail Sales Department, including annual budgeting process, individual Commission/Sales and customer/product responsibilities.
- Ensure that all employees have the right tools, information, and knowledge to work effectively, serve our customers and uphold the company objectives.
- Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Develop, coach, mentor and motivate direct reports by conducting annual employee performance and goals reviews and holding regular employee and departmental meetings.
- Participate in the recruitment and selection process and employee performance management issues with the assistance of Human Resources.
- Understand and adhere to the company's health and safety policies, programs, and procedures by communicating and promoting health and safety awareness to all employees.
- Maintain a high standard of professional knowledge, ethics and practices when dealing with customers, suppliers, peers, subordinates, supervisors, and other key stakeholders of the company.
- Conduct oneself in a professional manner that reflects integrity and respect towards customers, suppliers, peers, subordinates, supervisors, and other key stakeholders of the company.
- Participate in the quarterly inventory count.
- Other responsibilities and accountabilities as assigned by the Director of Commercial & Retail Sales.

Skills and Abilities

- Negotiation skills.
- Ability to attend and conduct presentations.
- Management experience
- Excellent verbal and written communication skills.
- Strategic thinking and planning.
- Highly organized, self-motivated, and able to contribute to a team environment
- Proficient with Microsoft Office applications including PowerPoint, Word, and Excel.

Working Conditions

- Travel required
- Overtime as required