

Job Title: Sales Manager

This exciting role with B2B Promotional Group allows a chance for leadership, competitive income potential, career growth, and skill development, in a dynamic work environment. It allows for direct client interaction, industry exposure, and a chance to contribute to a company's growth. This role is for those who enjoy coaching, building client relationships, and influencing sales strategies.

Job Summary: The Sales Manager with Hands-On Sales Duties is responsible for leading, mentoring, and coaching a team of B2B sales representatives to achieve sales targets and drive revenue growth. In addition to managerial responsibilities, you will also be responsible for maintaining your own pipeline of opportunities that you will prospect, recruit and close. This role requires active participation in sales activities, leveraging expertise to secure key accounts and develop new business relationships.

Key Responsibilities:

- **Sales Leadership:**
 - Provide leadership and direction to the sales team, setting clear sales targets and performance objectives.
 - Develop and execute sales strategies and tactics to achieve revenue goals.
 - Monitor and analyze sales performance, pipeline, and key metrics to identify areas for improvement.
 - Conduct regular sales team meetings and one-on-one coaching sessions to review progress and provide feedback.
- **Sales Coaching and Training:**
 - Coach and mentor sales representatives to improve their sales techniques, product knowledge, and customer relationship-building skills.
 - Develop and implement sales training programs to enhance the team's capabilities.
 - Provide constructive feedback and guidance to support individual and team growth.
- **Active Sales Engagement:**
 - Actively engage in sales prospecting, lead generation, and client acquisition activities.
 - Cultivate and maintain relationships with key accounts and strategic clients.
 - Collaborate with the sales team to develop and execute sales presentations and proposals.
- **Market Analysis:**
 - Stay informed about industry trends, market conditions, and competitive landscape.
 - Provide market insights and intelligence to guide strategic decisions.
- **Team Development:**
 - Recruit, onboard, and train new sales team members.
 - Foster a positive and results-oriented team culture.
 - Conduct performance evaluations and create development plans for team members.
- **Cross-functional Collaboration:**
 - Collaborate with other departments, such as marketing and product development, to align sales efforts with overall company objectives.
 - Communicate market feedback and customer needs to relevant departments.

Qualifications:

- Bachelor's degree (BA) in marketing, communications, business or related field, or equivalent combination of experience and education

- Proven track record of successful B2B sales experience.
- Strong leadership and coaching skills with previous managerial experience.
- Excellent communication, negotiation, and presentation abilities.
- In-depth knowledge of the industry and the company's products or services is preferred
- Ability to analyze data and make data-driven decisions.
- Proficiency in CRM software and sales analytics tools.
- Proficient in Microsoft applications (Word, Excel, Outlook, and PowerPoint)
- Excellent oral, written, and interpersonal communication skills
- Strong business math experience
- Detail oriented, exceptional organizational skills and the ability to deliver under deadlines with an elevated level of accuracy
- Strong work ethic that supports working independently, under minimal supervision as well as the ability to work effectively in a collaborative team environment with a dynamic range of people
- Ability to handle sensitive situations with tact and well-reasoned judgment
- Curious, flexible with a positive “can do” attitude
- Ability to effectively provide, receive and respond positively to constructive feedback
- Willing to proactively seek out information, training and other resources needed to facilitate continual professional development necessary to be successful in this position
- Must be able to travel up to 4x a year.

To Apply please send resume to: Jamie@lorentyconsulting.com

References Upon Request