

Territory Sales Manager

The Role

In this role, you'll take the reins and manage an existing territory. It has the opportunity for significant growth. The Territory Sales Manager will continue to nurture existing client relationships while cultivating new accounts in order to increase revenue and hit annual sales goals. This is an ideal opportunity for a self-starter to manage and grow a successful territory within our organization.

Overnight travel expectations are 5-6 nights per month (on average) within the territory.

What Does Success Look Like?

To be successful in this role, the Territory Sales Manager will:

1. Achieve single-digit percentage revenue growth in the territory for the first 12 months. In Year 2, your goal will be to increase revenue by 10-15%. And in Year 3, you'll be working toward 20-30% revenue growth.
2. Establish relationships with 125 to 150 existing accounts in Year 1. These will become your core client base, and they will drive your success. Cultivating these accounts requires repeat visits and communications to build rapport and trust.
3. Maintain sales of our existing 25 product lines to your core accounts, while adding 1-2 new products per account per year. Again, this will drive your success and help ensure you hit your territory growth goals.
4. Ramp up within 90 days to completing 3 to 5 client meetings per day, 4 days per week. Minimum number of meetings average per week is 15. (Initially 10-12 calls per week) Log all sales activity, meeting notes, client information, etc. into our CRM **daily**.

What You'll Do

As the Territory Sales Manager, you'll have a diverse set of responsibilities, including:

- Growing your account base and our presence in the territory through consistent lead generation and follow-up activities. You will be accountable for growing your territory by developing existing relationships, as well as acquiring new clients. Success in this role can be as simple as showing up, addressing a client's needs and consistently following up.
- Promoting our products through distribution partners and supporting our distributors as if they're our business partners. This includes distributing sales leads according to company protocol, providing stellar customer service and positioning yourself as your client's trusted resource.
- Educating yourself on and continuously staying up to date with our product offerings as well as ever-changing market conditions in your territory.
- Conducting account analysis to understand our clients' businesses, their opportunities, and their challenges and needs. Analyze past buying patterns, and brainstorm ways to become a stronger, more inclusive supplier for them.
- Educating customers on product specifications and how the products will meet their needs and the needs of their customers. Conduct product demonstrations and training as necessary.
- Preparing sales quotes and providing pricing information and terms to clients and prospects.
- Responding to client requests in a timely manner (within several business hours).

In order to accomplish all the above, we expect the Territory Sales Manager to:

- Develop clear goals for the year regarding number of existing accounts, number of products sold on each account, sales revenue per period and average sales per product.
- Set corresponding goals for sales activity that will drive the results you need: number of prospecting calls, appointments, presentations, deals won and referral partners.
- Develop and work your pipeline, ensure pipeline progression and ongoing activity. Conduct sales presentation meetings and on-site visits.
- Track your sales activity and pipeline in our CRM software.

What Kind of Experience Should You Have?

The Territory Sales Manager we're looking for will have ...

1. At least 3 to 5 years of experience and a proven track record of success in a sales position, developing and executing sales strategies.
2. We are looking for someone who wants to grow and develop into a sales leadership role.
3. College degree preferred but not required.
4. Familiarity with pool and outdoor lifestyle industries is an added benefit but not required.
5. CRM knowledge is preferred.
6. This is a remote working position, but you are expected to spend four days a week visiting your accounts (with one day a week in the office). Most travel can be day trips, with an average of 8 overnight stays per month.

What Skills Do You Need to Succeed in This Role?

The Territory Manager we're looking for will have:

1. Excellent selling, communication, and negotiation skills.
2. A mindset and ability for both "hunting" and "farming" when it comes to sales.
3. The ability to multitask, organize leads and prospects, and consistently execute a follow-up sales process. You'll be developing 125-150 core accounts and representing 25 product lines.
4. A strong internal drive. You must be a self-starter who is able to work independently and manage your time, focusing on high-value activities that produce results.
5. Exceptional verbal & written communication skills, as well as superior listening and interpersonal skills.
6. A passion for delivering exceptional customer service and exceeding sales goals.
7. A proficiency with general computer skills and Microsoft Office. Familiarity with or willingness to learn how to use Apple products (computers, iPads and phones).
8. A positive attitude and a willingness to learn. You must be coachable and welcome constructive feedback.
9. Analytical, planning, organizing and monitoring skills.

What Personality Characteristics Should You Have?

The Territory Manager we're looking for will value and demonstrate these traits:

1. Overall

- Brainpower/learns quickly - We are expected to be product specialists.
- Analytical skills - These will be helpful in developing your product knowledge and your sales territory.
- Strategic thinking/visioning
- Passionate about our mission

2. Work Habits & Motivation

- Sets high standards and goals
- Growth mindset: You continuously look to grow and develop as a person.
- Drive/ persistence: You have the drive and willingness to get the job done.
- Competitive - You love to win and hate to lose.
- Team player: You're willing to volunteer for tasks outside of your role.
- Attention to detail
- Process oriented
- Solution-minded - You love to solve problems and find solutions to challenges.

3. Relationships with Others | Communication

- Integrity and honesty is mission critical.
- You follow through on commitments.
- You're persistent.
- You always treat people with respect.

About Us

MAST Sales Group, is a fast-growing, industry-leading manufacturer's representative sales and marketing agency. We develop strategic partnerships with manufacturers to deliver top-quality products and solutions to retail stores, builder-contractors, and distributors.

For more than 30 years, we have been representing leading brands in the swimming pool, spa, and outdoor living industries. We are a thought leader focused on growing our clients' businesses through innovative strategies.

We succeed by:

- Providing high quality products.
- Streamlining the buying process.
- Improving continuously by educating ourselves and our clients.
- Using advanced technology to streamline and enhance efficiency.
- Stimulating growth through a diversified product and service portfolio.
- Communicating effectively using advanced technology and marketing strategies.
- Exceeding service expectations with traditional Midwestern values.

What We Offer

Our generous compensation package includes:

- A base salary and monthly commission
- 401K
- Healthcare - discount
- Annual profit-sharing bonus
- Car allowance
- Reimbursement for all travel expenses
- Remote work environment
- Flexible hours
- 3 Weeks Paid Vacation - 4 including December Holiday week Dec 23rd - Jan 2nd)
- Paid Holidays (Including your birthday!)
- Comprehensive training
- Substantial growth potential - within your territory and within our organization
- Company-supplied laptop, iPad and cell phone

How to Apply

- Submit a resume and cover letter at mastsalesgroup.com/careers
- In the cover letter, provide specific answers to these questions:
 - What are you looking for in a new position?
 - Why do you think you're a good fit for this position?