

**Job Title: Western Regional Sales Manager****Department: Sales****Manager: Vice President of Sales****FLSA: Exempt Job Status: Full Time**

---

**Job Duties & Responsibilities:** Include the following, as well as other duties that may be assigned.

The Sales Manager Western Region is a well rounded business professional who is responsible for managing sales programs and strategic planning initiatives within our dealer, A&D, and influencer networks to ensure that all sales targets are met. This key results driven position works closely with our Distributors, Operations, and Marketing team members to increase sales volume in a specific geography and/or named key account basis. The Regional Sales Manager must have a strong desire to win, be a fast learner, have the experience and ability to train, speak, and present at industry events.

**What You Will Be Doing:**

- Accomplish sales objectives by leading, training, and managing assigned manufacturer groups and their individual sales representatives. This includes communicating expectations; planning, monitoring, appraising, and reviewing and driving great business results aligned with Strategic objectives.
- Achieve sales objectives by contributing territory and key account sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing programs quality, and customer-service standards; resolving problems; identifying trends; determining system improvements; implementing change.
- Meet targeted sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Effectively presents Continuous Education courses to the A&D community, trains manufacturer representatives, dealers, and the design community on competitive advantages and the GMi brands.
- Establish sales objectives by creating business plans for key accounts along with business plans for each territory to ensure they support company objectives and promote growth.
- Maintain and expand customer base by counseling manufacturer sales representatives.
- Drive new product opportunities, and/or product, packaging, and service changes; surveying consumer needs and trends; tracking competitors.
- Maintain professional and technical knowledge by participating and attending industry and customer events, educational opportunities; reading professional publications; maintaining personal networks.
- Accomplish sales and organization strategy while maintaining the company mission by completing related results as needed.
- Work effectively with internal company teams and provides voice of the customer intelligence.
- Contribute to sales team by accomplishing related goals and providing opportunities for improvement in areas that will drive the strategy and promote growth.
- Work company assigned hours for the position and additional hours if needed (regular and predictable attendance is required).

**Qualifications:** Must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education & Experience:** Bachelor's Degree in business (sales and marketing focus) preferred or equivalent professional sales experience. At least five years progressive sales experience managing a sales territory, key accounts or equivalent and contract furniture market experience is preferred.

**Knowledge and Competencies:** The following key competencies represent qualities, traits and behaviors that a successful employee will exhibit. This list is not exhaustive, as other qualities, traits and behaviors are desired.

- Excellent communication skills and ability to follow through on requests for information.
- Good listening skills, paying attention to others' communications to ensure understanding; seeking input and showing a genuine interest in others' opinions, facilitating and sharing information within department and across departments.
- Positive/optimistic – Can do, make things happen attitude (genuinely believe the organization can deliver and ability to strengthen dealer relationship).
- Strong understanding of the business landscape and ability to manage profitability (pricing, vendor relationships, expenses, market knowledge).
- Excellent time management and prioritization skills (self-directed and able to function at a high level without supervision).
- Ability to organize and plan – Creating and meeting schedules, taking ownership, fully accountable and responsive to others. Carefully manages employees' time as well as their own.
- Customer centric – Recognizing and promoting the importance of meeting customer needs – both inside and outside the organization. Resolving internal and external issues with sensitivity and cooperation.
- Ability to use good judgment when making decisions (maintaining professionalism, flex when needed and emotional composure).
- Effective team leadership and team membership – sharing information with peers and leadership; effectively working with people across departments and shifts and motivating team to accomplish company goals.
- Ability to problem-solve and troubleshoot, identifying problems immediately and working collaboratively with team mates to effectively resolve (proactive approach).
- Recognized by others as a champion and role model of all the core values.
- Strong conflict management skills – understand the inevitability of conflict and working to resolve with sensitivity and tact, listening and seeking to understand and facilitating the resolution between parties.
- Computer literate (Microsoft Office including Excel (spreadsheets), Powerpoint and project applications) and ability and willingness to learn how to use company software for reporting and data analysis.
- Organizational commitment – Supporting management and organizational decisions.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential function.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel. The employee is frequently required to sit for long periods of time, talk or hear. The employee is regularly required to stand, walk and occasionally stoop, kneel, or crouch and may occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to focus. Ability to travel (50% domestic travel).

---

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Normal office environment. The performance of this position requires exposure to manufacturing areas where under certain areas require the use of personal protective equipment such as safety glasses and proper footwear. However, travel to trade shows or customer locations will expose you to different climates.

---

I, the undersigned, have read and understand the duties and responsibilities of this position.

---

Employee Signature

Date

---

Manager Signature

Date

This job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time for any reason, and the Company has a similar right.

---