

Role Purpose and Function

Role Title: Sales Manager

Department: Sales

Accountable Manager: Sales Director

Role Type: Manager

General Role Description: Manages sales team, develops strategies and implements activities to achieve revenue budgets within the department cost parameters.

Key Role Accountabilities

- Develops an annual sales forecast to meet company objectives; also determines specific sales goals for individual Account Executives (AEs).
- Reviews and approves all sales proposals to ensure needs of both external and internal customers are met.
- Visits customers with AEs and fulfills AE role to cover absences.
- Troubleshoots customer complaints. Coaches AEs on “make-good” decisions for errors.
- Monitors individual and department performance against key performance indicators; makes changes to plans/activities, as required, to obtain sales budget.
- Review and discuss sales reports and other performance reviews with President.
- Review each signed contract to ensure accuracy & adherence to company policies.
- Reviews publications and checks for accuracy of advertising content prior to publishing.

Managerial Leadership Practices

- Regularly meets with sales team to discuss overall business context, plans, problems, and seek feedback.
- Develops and executes plans and budgets for achieving departmental/unit goals.
- Assigns tasks so associates know what is required of them (quality and quantity), by when and what resources are available.
- Coaches associates to increase their effectiveness and develop strengths in their role.
- Continuously improves systems and processes; identifies new project opportunities.
- Recommends team additions and dismissals; solicits, screens and selects new candidates Effectively orients and trains new associates into role requirements, working relationships with others, company requirements, and culture.
- Manages AE account lists and reassigns as needed

Requirements of All Associates

- Applies best efforts and full capability each day to the work assigned by own manager.
- Communicates with manager when:
 - An assignment is not understood
 - An assignment conflicts with knowledge of the circumstances, current skills or available time/resources
 - Obstacles to completing the assignment exist or are likely to occur
 - Opportunities to better complete or improve the assignment exist or may occur
- Understands and demonstrates our cultural expectations – *Our Way*
- Effective interpersonal communication skills
- Ability to adapt to a changing work environment and handle multiple priorities
- Assist other managers, owners, and executives with other assignments and requests as needed

Minimum Role Requirements

- Four-year degree.
- Five years’ sales management experience, preferably in a publishing environment.