WENDT

ADVANCED TECHNOLOGY.
PROVEN PERFORMANCE.

JOB DESCRIPTION

POSITION: Sales Manager **DATE:** April 28, 2011

DEPARTMENT: Sales

P/R TYPE: Salaried/exempt

SUPERVISOR: President

Primary Function: Responsible for Sales, revenues, forecasting, budgeting, all advertising and promotion, and manage team of sales representatives

Duties and Responsibilities:

- Develop a comprehensive sales and marketing plan
- Set sales and margin objectives to meet or exceed the company's short and long term objectives
- Determine the universe of potential buyers and develop and implement an effective strategy of developing new business
- Call on customers regularly
- Build an international network of territory sales representatives
- Hire and train the Sales team
- Supervise/direct the Sales team work
- Assess the performance and oversee the activities of manufacturer representatives
- Stay attuned to the marketplace, monitor and identify changes in customer needs, note competitor actions and craft strategies and plans accordingly
- Maintain a system of review to monitor ongoing sales progress in relationship to objectives. Produce these reports for the President and other appropriate parties
- Attend relevant trade shows and association meetings, representing the company with the highest levels of professionalism
- Continuously contemplate ways to expand business and improve sales margins

Minimum Qualifications/Experience:

Ten to fifteen years of sales experience with at least five years in a sales management capacity.