

## THE COMPANY

Weston Forest originated as a family business in 1953. Today we are a vital, dynamic organization, repeatedly acknowledged by the Canadian Business Growth 500 as one of Canada's Fastest-Growing Companies, recognized by Deloitte as one of Canada's Best Managed Companies, recipient of the Canadian Business Excellence Awards for Private Businesses, and a winner of Waterstone Canada's Most Admired Corporate Cultures Award.

Our culture is one of personal growth, continuous improvement, and opportunity. It is vibrant, informal, and inclusive. We live by our brand promise: "YOU'LL LOVE DOING BUSINESS WITH US".

### ***Our Brand Promise:***

YOU'LL LOVE DOING BUSINESS WITH US

### ***Our Core Values:***

- o Entrepreneurial organization committed to continuous improvement
- o We do what we say
- o Inspiring personal and professional growth
- o Your success is our success
- o More than just a place to work
- o Results matter, but people matter more

### ***Our Mission:***

We quickly respond to our customers' needs and solve their issues with a wide variety of solutions that benefit their business.

### ***Our Vision:***

We create two-way relationships with customers and suppliers, offer diverse opportunities for our team, promote open communication with all of our stakeholders, focus on strengthening our industry and growing our company.

### ***Our Value Proposition:***

Weston Forest delivers the right solutions. We are truly focused on creating great relationships and becoming your go-to source – by doing what we say we'll do. We have proven our expertise and commitment to become one of North America's strongest and most respected organizations. Today, Weston Forest is a trusted partner to our customers, suppliers and employees. We will continue to find new ways to solve your challenges and take an active role in building a sustainable industry.

### ***Recent Awards:***

- o Proud to be named one of Canada's 10 Most Admired Corporate Cultures
- o Repeat winner of CANADA'S BEST MANAGED COMPANIES
- o One of Canada's PROFIT 500 Fastest-Growing Companies
- o Recipient of the Canadian Business Excellence Awards for Private Businesses

## SUMMARY

Reporting to the General Manager – Construction Sales, the Sales Manager will motivate and guide an outstanding Sales team and build our business to continue to be the market leader in assigned business line.

To help make Weston Forest be the market leader in the distribution and remanufacturing of forest products by providing outstanding service and building lasting partnerships.

## DUTIES & RESPONSIBILITIES

### Leadership & Coaching

- Working collaboratively as a member of the Management Team, provides strong leadership, mentoring, coaching, counseling and development to assigned Account Managers and Customer Service.
- Assist Account Managers with daily sales activities/planning as required.
- Ensures employee annual performance evaluations are conducted, minimum 2/year, mid-year and year end.
- Identify training opportunities and appropriate training programs and ensures employees are achieving their Personal Development Plan(s)
- Providing feedback and expertise to team members regarding overall issues, opportunities, operational challenges etc.

### Business Development

- Ensures all accounts are properly managed.
- Ensure Sales Representatives are aligned with strategy and developing a strong pipeline of quality prospects.
- Ensures a strong understanding of market and strategy to succeed.
- Travels as required helping to develop markets.
- Manages and cultivates key strategic relationships.
- Ensure Account Managers are calling on the right type of “Weston” potentials and have a strong pipeline of quality prospects.
- Working with Account Managers, generates new opportunities by increasing market share and opening new Weston Type accounts that grow profits and improve margin.
- Develops and updates game plans for obtaining new business with prospects & upside accounts.
- Ensure accounts are reviewed on a monthly basis to identify up-selling opportunities or problem/inactive accounts that require action plans.
- Ensure Director-Industrial Sales is aware of problem account lists along with plan of action to bring business back to Weston Forest.
- Identifies key strategic business opportunities and proactively pursues them.
- Attends trade shows to represent Weston Forest Products and company products.
- Ensure Salesforce roadmap is being followed.

### **Strategic Sales Management**

- Ensures each sales person is focused on executing strategic business plan by reviewing and evaluating the performance and behavior of direct reports on a formal and informal basis.
- Reports and monitors key performance indicators and provides suggested adjustments to General Manager - Construction accordingly.
- Assists Account Managers with building strong relationships.
- Directs sales forecasting activities and sets performance goals accordingly.
- Assists Account Managers to negotiate and close deals.
- Prepares required sales reports showing sales volume, potential sales, and areas of proposed client base expansion.
- Help with products/inventory and management including panels and/or aged inventory.
- Sales Order review and approval.

### **Accounts Receivable**

- Responsible for A/R associated with individual accounts of assigned Sales team.
- Intervenes with accounts over 60 days. Call any customer that might be a potential problem and try to arrange payment.

### **Other**

- Help develop company sales contests or sales related events.
- Other duties as required.

### **KNOWLEDGE & SKILLS REQUIRED**

- Post-secondary education – B.A. or equivalent
- Must have exceptional interpersonal and communication skills
- Proven Leadership skills
- Outstanding team builder and work ethic
- Sales management experience
- Excellent analytical and problem-solving skills
- Product knowledge
- Willing to travel
- Multi Tasker
- Entrepreneurial aptitude
- Proactive and a doer
- Excellent organizational skills
- Excellent follow-up skills and attention to detail
- Experience with lumber and panels an asset
- Working knowledge of CRM, Windows, Word, Excel software skills, and Outlook
- Experience with developing and executing a successful business plan an asset