

# Sales Manager

## 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 the assigned business line.

To help keep Weston Forest 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 Sales Support.
- 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 “Weston” type of 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 General Manager - Construction 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

- Outstanding team builder and work ethic
- Must have exceptional interpersonal and communication skills
- Proven Leadership skills
- Sales management experience
- Entrepreneurial aptitude
- Excellent analytical and problem-solving skills
- Willing to travel
- Multi Tasker
- 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
- Post-secondary education – B.A. or equivalent an asset
- Experience with developing and executing a successful business plan an asset

**All candidates must be fully vaccinated.**



## THE COMPANY

Weston Forest originated as a family business in 1953. Today we are a vital, dynamic organization, repeatedly recognized by Deloitte as one of *Canada's Best Managed Companies*, recipient of the *Canadian Business Excellence Awards for Private Businesses*, and winner of *Waterstone Canada's Most Admired Corporate Cultures Award*. Weston Forest is certified as a Great Place to Work®!

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 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

***PLEASE NOTE THIS INTERNAL POSTING IS APPLICABLE TO WESTON/BRAMWOOD/MONTEERRA/OAKWOOD EMPLOYEES ONLY*** Deadline for applications will be on **October 20, 2022**.

**Weston Forest is committed to an inclusive, barrier-free recruitment process and work environment. Please advise Human Resources of any accommodations that are required. Any information regarding accommodation will be treated as confidential.**

