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# Example of Area Sales Director Job Description

Our growing company is searching for experienced candidates for the position of area sales director. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for area sales director

* Organize, direct, and oversee customer engagements from initial presentations to final implementation as it relates to Utilization Reviews
* Have a full understanding and capability of preparing and presenting the complete Financial Analysis and overseeing the full implementation process for a Utilization Review that you have been assigned
* Proposes the plan, gains acceptance, drives and executes the Canadian Channel sales plan
* Accountable for developing and executing Channel sales programs in Canada
* Drive significant revenue growth across all customer segments in Candada
* Deliver strong year-over-year revenue growth with all partner types in Canada
* Active in the recruiting of the Channel Partners
* Fosters a successful and positive team environment
* Recruits, develops, coaches, trains and manages Channel sales staff
* Propose marketing activities & plans to assist Channel sales development

## Qualifications for area sales director

* Strong working knowledge of MS Word is required, specifically Excel
* Establishes and reports on metrics to measure Channel performances and take corrective actions where necessary
* Works cross functionally with Canadian Sales/SE Leaders and Regional Channel Directors in the USA
* Must be a high performing sales leader with a proven track record of consistently exceeding established goals and objectives in a fast-growing high tech company
* Proven record of building, enabling and aggressively driving sales through a network of Canadian partners utilizing a 2-tier distribution model
* Strong sales planning skills