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# Example of National Sales Manager Job Description

Our company is hiring for a national sales manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for national sales manager

* Initiating business opportunities where none exists, and maintaining existing accounts as assigned
* Working strategically to achieve and exceed aggressive seasonal and annual sales targets
* Maximizing growth potential for sales of assigned accounts
* Experienced energetic applicant must have the ability to do business immediately upon starting
* Organizing and attending trade shows
* Exceed quarterly sales team quotas and all activities of revenue generation, to ensure continual aggressive growth nationally
* Implement strategic planning, forecasting and ongoing development of sales team
* Attract, hire and develop a Sales team to consistently execute National gameplans and exceed business goals, while holding them accountable
* Identify improvement in all areas of productivity, process and efficiency
* Develop and maintain executive level relationships to help drive sales activities

## Qualifications for national sales manager

* Plans and develops means of achieving revenue goals both for broadcast and on-line
* Targets existing accounts to increase shares of business for 9News
* Responsible for internal marketing of station to national reps with ongoing motivational support
* Acts as a marketing consultant to national accounts utilizing station marketing and merchandising materials in developing marketing plans, co-promotions and vendor programs
* Works closely with Local Sales Managers and General Sales Manager in pricing and managing inventory to effectively sell 9News to all accounts, local and national
* Develops incremental opportunities with existing and/or new national advertisers as they relate to broadcast, HD, 9News.com, and other distribution platforms