



Example of General Manager Sales Job Description

Powered by www.VelvetJobs.com

Our growing company is looking for a general manager sales. 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 general manager sales

- Strategize and plan the sales process, forecasting, pricing, key account management, expenses, profitability, new product development, market research and brand strategy
 - Periodically review distributor performance through State Sales Managers and review gaps in performance addressing reasons and actionable steps to close the gaps
 - Source effective and accurate market research and apply this information to increase market share
 - Conduct regular meeting with distributors and sales team to discuss target status, product training and sales strategy
 - Monitor and analyse all marketing and sales reports received from regional office
 - Ensure the confidentiality of the customer list, mailing lists and other sensitive company information
 - Motivate and monitor sales representatives and distributors on marketing and sales activities
 - Lead and manage strategic initiatives for the company
 - Work flexibly, cooperatively and effectively with multiple stakeholders and parties of influence across the company, and external vendors as warranted
 - Supervise digital team leaders/ sales personnel in conjunction with VP of Ad Sales
-

- Occasional travel for training and assistance at sister properties may be required
- 10+ years of relevant experience with blue chip CPG company
- Sound business understanding including pricing strategies, distributor margins
- Demonstration of thought leadership by taking prudent risks individually and through the team
- Experience in chain selling
- Experience in developing annual and multi-year strategic plans