



# Example of Local Sales Manager Job Description

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Our company is looking to fill the role of local sales manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for local sales manager

- Travel to customer sites and customer facing activities required
- Engage resources on target accounts
- Oversees advertising sales activities in Tucson
- Strategy Leadership - Implement the Global Division and BU strategy in the Country and ensure business development and sales growth in the domestic market
- Organic growth- Ensure profitable growth in the country by maximizing geographic coverage and channel penetration, focusing on industry segments in the domestic market
- Customer relations and quality -Build and maintain strong personal relationships with existing customers to ensure high satisfaction level and develop new customers to generate business with
- Marketing & Sales-Drive Marketing & Sales in the domestic market, including product launches
- Shared Services- Assure agreed service levels are maintained through efficient business and support function in back-end sales, shared platforms
- Standards and governance- Implement and ensure compliance with global and local standards, rules, tools, policies and processes related to operations/project execution and share functional best practices and lessons learned across the organization
- People leadership and development -Ensure that the area of responsibility is properly organized, staffed and directed

## Qualifications for local sales manager

- Strong understanding of lead generation, CRM and Account Development/Management
- Must be a recognized top-performer, high energy and hard charging personality with strong goal orientation and ability to coach and mentor the sales team
- Thorough understanding of the Salt Lake and Utah Hispanic and General Market sales dynamics
- Proficiency with Excel, Word, One Domain, Wide Orbit Sales, Wide Orbit Traffic, Rentrak and Power Point
- Must have solid knowledge of new business development and digital sales
- Develop creative packages and identify non-traditional revenue opportunities