



Example of Sales Mgr Job Description

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Our innovative and growing company is looking to fill the role of sales mgr. 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 sales mgr

- Travel required, to include overnight stays
- Acts as Director of Sales for WXMI Fox 17 with the responsibility of attaining revenue and market share goals for the station
- Manages the department staff
- Develops strategic plans and objectives for the Television Sales Department with assistance from national and local sales managers
- Develops key client relationships, both national and local to maximize revenue
- Directs the development of marketing strategies and rate structures
- Maintains inventory and inventory control on a regular basis
- Creative selling across all Tribune Properties is key
- Responsible for distributor capacity building in terms of capacity evaluation, interface setup and maintenance
- Monitor distributor shipment through effective utilization of the ordering system

Qualifications for sales mgr

- Developing strong relationships with key stakeholders (executive level relationships and key decision makers) at the customer through a strong sales methodology, value proposition and Extraordinary Customer Experience (ECE)

- Customer Intelligence - Deep understanding of customer markets, market share, competitive landscape, opportunities/challenges, technologies, trends and TAM, PAM, SAM
- Creating execution plans for their customer base/market
- Developing and executing customer strategic account growth plans in line with our strategy and product roadmap
- Ensure budget gap linearity is achieved through time