



# Example of Strategic Sales Manager Job Description

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Our innovative and growing company is looking to fill the role of strategic sales manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for strategic sales manager

- Coordinate with sales leadership and executive management to define sales support initiatives
- Effectively communicate and build sales plays that incorporate initiatives and programs
- Assist with developing and implementing an overall brand and business strategy in partnership with individual Sr
- Delivers accurate timely sales reports and weekly sell-thru analysis
- Cultivate strong relationships with retailers and internal Brand team
- Achieve the set KPIs, including customer engagement, new business development and retention
- Representing the Vans business, promoting the brand to key user groups including Fleet Management Organisations (FMOs), Government departments, rental company corporate head offices, bodybuilders, large corporates and national associations
- Working closely with Aftersales, Mercedes-Benz Financial Services, Sales Engineering, Mercedes-Benz Vans dealerships, Vans HQ in Germany and other key external suppliers
- Accountable for delivery of the Actual CM1 New Business targets from the Region in the specific Vertical (FMCG/Retail & Lifestyle/Chemical/Industrial/Technology) to achieve increased revenue and margin growth – while maintaining and growing existing business accounts through the addition of value-added tools, services and relationships

information (case studies/references), maintaining information on what we do globally for clients today, and providing input on client requirements with unique solution proposals

## Qualifications for strategic sales manager

- Ability to develop relationships and work well with internal team members
- Organized, proactive, and plans for the future
- Understand trends and best practices in B2B marketing
- Experience with Sales Force Automation preferred
- Must be willing to travel extensively –minimum 50% travel
- Drive the sales approach internally with stakeholders externally with customers and ensure that the necessary resources from all parts of the organisation are aligned appropriately with our opportunities