

## POSITION DESCRIPTION

**Title:** Sales Manager: Industrial Revolution  
**Reports To:** VP of Sales  
**Location:** Tukwila, WA  
**Contact:** [Careers@Industrialrev.com](mailto:Careers@Industrialrev.com)

### **Position Objective**

Operate and refine the Industrial Revolution's sales process to achieve the full potential of the brand and its strategic objectives. This will be achieved through a multi-disciplinary effort involving the whole company with sales, marketing and product development as key sales partners.

Establish strategic win-win relationships with key buyers in order to create long term profitable business relationships with buyers and owners within assigned territory. Make sales relationships a valuable competitive advantage for Industrial Revolution.

Adaptability and resourcefulness are key attributes we are looking for in this role. Industrial Revolution has a mix of established outdoor accessories that are market leaders, alongside newer innovative products that appeal to multiple markets, and are sold via multiple sales channels. We have a specialty outdoor focus, but we also sell products that appeal to mass market customers, and that do well as gifts & promotional offerings.

### **Primary Responsibility:**

Sales Management of up to 50% of all outdoor specialty, hardware, hunt/fish & house-goods markets & mass market customers. Brands sold include UCO(Worldwide) , Morakniv & Esbit (North America)

- Manage key house accounts directly, or in conjunction with an independent sales rep.
- Prioritize personal and sales representatives' efforts to provide an optimal mix of existing account support, along with prospecting for new profitable long-term customers in order to achieve territory growth goals.
- Represents company at trade association meetings to promote product and build relationships.
- Provide management and direction to the independent sales rep force
- Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.

- Delivers sales presentations to key clients independently and in coordination with sales representatives.
- Build, implement, and monitor annual sales plans by territory, and account, and takes ownership for the achievement of those sales plans on a monthly basis
- Forecast, monitor, and report monthly sales by account; actively participate in monthly forecasting meetings; and recommend appropriate corrective actions when needed.
- Works with the Marketing Department to execute packaging, promotions, pricing and other critical selling materials for these channels
- Work with marketing to increase market share and act as the “voice of the customer”.
- Contribute to the development of short- and long-term profitable sales strategies including developing specific tactics with timelines and objectives.
- Maintain a development plan for all Independent sales reps to achieve their full potential.

#### **Secondary Responsibility**

- Advises dealers, distributors, and clients concerning sales and advertising techniques.
- Directs sales forecasting activities and sets performance goals for assigned territory and house accounts.
- Coordinates internal direct sales efforts with Marketing and Customer Service team members.
- Participate in the product line planning process representing the voice of the sales force.
- Reviews market analyses to determine customer needs, price schedules, and discount rates.
- Analyzes sales statistics to formulate policy and assist dealers in promoting sell thru.
- Analyzes and controls expenditures of department to conform to budgetary requirements.
- Assists other departments within organization to prepare manuals and technical publications.
- Prepares bi-annual sales report showing sales volume, potential sales, and areas of proposed client base expansion.
- Monitors and evaluates the activities and products of the competition.

#### **Supervision**

- Manage Independent Sales Representatives

#### **Qualifications:**

- Business degree or significant relevant experience required
- Experience with and skill at using Excel to analyze sales data required. Experience working with MS Dynamics ERP (Navision) software, and pivot-tables will be a plus.

#### **Experience:**

- 5 years minimum experience in a sales management role at an omnichannel, branded, consumer packaged goods company
- Strategically minded, expansion oriented, performance driven, relationship builder.
- Analytics - forecasting, target setting and performance management.
- Either direct experience of selling outdoor specialty, or other outdoor related product ranges or a strong personal affinity and commitment to the camping space is essential.
- Experience or ability to learn selling outdoor accessories, knives, survival/preparedness products.
- Experience working within a scrappy, smaller-sized business that sells to many of following retailer types:
  - National chain and local specialty retail - tactical / hunt / fish / outdoor
  - Home improvement
  - Farm & Fleet
  - Outdoor and knife focused distributors
  - Buying groups
- Experience selling to the following retailers or similar:
  - Bass Pro/ Cabelas
  - REI
  - Walmart
  - Target
  - Lowes / Home Depot
  - Ace Hardware
  - Dick's SG / Academy

### **Location**

- Greater Seattle area

### **Travel**

- **25-35% travel**

If you're interested please send a resume and brief cover letter indicating why you think you're a good fit to: [Careers@Industrialrev.com](mailto:Careers@Industrialrev.com)