

Job Description: Sales Manager

This is an exciting opportunity to make your mark. For over 30 years, MC Freight Systems has been offering Third Party Logistics (3PL) solutions covering all modes of transport, including Truckload, Less-Than-Truckload (LTL), Intermodal, Courier, Air and Ocean. Our next growth phase is now.

If you are an enthusiastic, motivated and talented individual who has a 5-year proven track record of success in leading sales teams, then consider this energetic, driven, and fast-paced environment that promotes equality and respect to all team members.

Goal: **Increase Annual Revenues by approx. 30% in 12 months**

Objectives and Responsibilities:

Evaluation

- a. Evaluate existing team in the sales department for individual strengths and weaknesses, and produce a plan for their development that will support the achievement of their individual goals
- b. Identify if additional sales people need to be recruited to achieve the company's goals.
 - i. assist with the recruitment, evaluation, and selection of additional sales personnel.
- c. Evaluate existing sales process (operational flow) and make improvements that set up a sales structure that works effectively and efficiently for our sales department. This includes, but is not limited to:
 - i. Compensation/commission/incentive plans (Job Levels)
 - ii. Training and development program and materials
 - iii. Key performance indicators (KPI) and tools to monitor and measure performance, and other support systems for the department
 - iv. Reporting Systems

Develop and Implement Sales Plan

- a. Develop sales department business plan and sales strategies for the market that ensures attainment of company sales goals, profitability, and increase of customer base
 - i. Develop annual sales targets and sales budgets – by team and by employee
- b. Create and foster a sales culture of accountability and performance
- c. Create Key Performance Indicators (KPI) goals and metrics, how to monitor and track results to achieve corporate goals and identify resources required to penetrate and develop new markets and increase sales.

- d. Develop a formal sales training program and materials that support the entire sales department.

Market Research and Competitive Analysis

- a. Review market analysis to determine customer needs and market rate levels
- b. Identify, monitor, and evaluate the activities and products of our competition and understand our competition's value proposition.
- c. Attend Industry related events
- d. Maintain and constantly improve the organization's competitive position
- e. Identify emerging markets and market shifts while being fully aware of the competitions status

Manage Sales Team

- a. Coach, motivate and mentor Sales team on sales process and methodology, developing professional and selling skills
- b. Set example for Sales team members in areas of personal character, work ethic, organizational and selling skills, and time management
- c. Ensure that all Sales team members have the most current and necessary resources and tools to perform their job.
- d. Use KPI's and accountabilities to provide feedback and help Sales team meet forecast and continue to build their pipeline
- e. Create and facilitate a weekly sales meeting with all sales personnel
- f. Schedule periodic Joint Visit days where you get to observe and coach Sales team members in the field
- g. Meet with key clients, assisting sales representatives with maintaining relationships and negotiating and closing new business.

Reporting

- a. Contribute with Management team and President on annual Strategic Plan, including: budgets, company-wide SWOT analysis, 3/5/10 year planning,
 - i. Review progress on Strategic Plan quarterly
- b. Prepare department update reports, including: actual versus forecast sales and gross margin figures, pipeline growth and activity, new customer overviews, department KPI's, etc... for monthly Management meetings
 - i. Recommendations for adjustments as they relate to any reported variances
 - ii. Constructive and critical feedback for other department managers
- c. Be present in office when not in Sales meetings or on road training sales team members to collaborate at a high level with management team

Skills/Experience Required

- 5+ years of proven successful sales management experience in transportation-related industry
- Post-secondary education in Business, Marketing, or related disciplines is preferred
- Highly motivated with desire to make a key contribution at a company's strategic and tactical levels
- Proven ability to drive the sales process from plan to successful close
- Strong understanding of financial analysis as it relates to sales and marketing strategies and decision making
- Has developed sales forecasts and executed tactical sales plans, targets, and objectives
- Excellent team building, coaching, and motivation skills
- Strong leadership qualities
- Strong negotiating skills
- Demonstrated ability to communicate, present, and influence credibly at all levels of the organization; both one-to-one and in group settings
- Excellent organizational and time-management skills
- Computer literate and proficient in MS Word/Excel/Outlook
- Committed to continuous learning through workshops, seminars, and conferences
- Positive and enthusiastic