



# JOB DESCRIPTION

Job Title: Sales Manager	Status: FT <input checked="" type="checkbox"/> PT <input type="checkbox"/>
Department: Sales	Reports To: President
Revision Date: November 14, 2024	FLSA Status: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt

## Position Overview

The Sales Manager is responsible for developing strategies and driving sales to maximize revenue and gross profit through distribution networks, building relationships with vendors and channel partners, and ensuring the seamless integration of sales initiatives with WAV's overall growth strategy. The Sales Manager will successfully lead and direct the activities of a team of Strategic Account Managers and Business Development Executives.

## Essential Job Functions

- Create and execute sales plans to drive growth in distribution channels
- Exceed sales and gross profit quotas for the team
- Monitor sales metric, analyze performance and implement improvements to achieve targets
  - Conduct frequent reviews of forecasts, quotes, orders and establish sales procedures to increase the efficiencies of the team
  - Monitor activities and successful execution of job responsibilities for the team
  - Conduct sales meetings and quarterly performance reviews
  - Review and distribute commission reports to each team member
- Build and nurture strong relationships with vendors to ensure alignment with WAV's goals
  - Develop an ongoing sales training program for the team
  - Encourage and participate in frequent and ongoing communication with all vendor reps to build rapport and strategize business development
  - Follow up on all leads provided by vendors and communicate status and successes associated with them back to vendor
- Identify and develop new distribution opportunities in existing and emerging markets
- Manage and motivate the team fostering a high-performance culture
- Recruit new team members as needed
- Approve/deny credit returns/RMAs
- Travel to customer locations and industry trade shows
- Comply with and enforce all policies and procedures

## Non-Essential Job Functions

- Maintain a clean, neat and orderly work area
- Other duties as assigned by manager

## Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



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- Proven ability to develop and scale distribution networks
- Strong negotiation, relationship-building and strategic planning skills
- Knowledge of WAV's vendors and products a plus
- Ability to understand market trends and drive sales
- Detail oriented with the ability to self-motivate, and consistently deliver high-quality work product
- A versatile team player with a positive "get it done" attitude
- Ability to thrive in an environment which is both ad-hoc, as well as an environment in which one must play multiple roles to support the organization
- Ability to be collaborative, adaptable to change and open to increasing responsibilities

## Education/Experience

Five plus (5+) years previous experience in a sales leadership role for a distributor, preferably within a technical or wireless market, with a proven ability to develop and scale distribution networks.; bachelor's degree in business management, sales or related field or equivalent experience; or equivalent combination of education and experience preferred.

## Language Ability

Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public. Demonstrated proficiency in both oral and written communication.

## Math Ability

Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations. A basis in accounting and finance with the ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry.

## Reasoning Ability

Ability to adapt to challenging situations as well as have the ability to balance, execute and prioritize both routine and analytical tasks. Ability to define problems, collect data, establish facts, and draw valid conclusions. Willingness, capability, and determination to solve problems and participate in team problem-solving and negotiations.

## Computer Skills

To perform this job successfully, an individual should have knowledge of Microsoft Office programs and experience using a CRM system. Must be able to prepare quotes, sales orders, and presentations without error. NetSuite experience preferred.

## Certificates/Licenses Required

N/A

***NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as required to meet the ongoing needs of the organization.***

## **Supervisory Responsibilities**

The Sales Manager is responsible for managing a team of Strategic Account Managers and Business Development Executives.



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## Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work environment consists of an indoor, climate-controlled atmosphere. Noise level in the office is quiet to moderate.

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position frequently requires the employee to stand, sit and walk. The employee is frequently required to use hands to finger, handle, or feel, reach with hands and arms, and talk/hear. Specific vision abilities required by this job include close vision and ability to adjust focus. Must be able to travel (via car, train, plane) to customer and vendor locations.

## Travel

Travel to customer locations and industry trade shows required (approx. 20% of the time).

Manager Signature:		Date:	
Manager Name:			
Employee Signature:		Date:	
Employee Name:			