

SALES MANAGER

JOB SUMMARY

API Source, Inc. is a branding and promotional product company located in Greenbelt, MD. Our goal is to creatively help our clients with all their marketing and branding projects. We are a local company with a national presence and a broad international reach. As our client list grows, so are we and we are looking to add a high-performing **Sales Manager** to join our dynamic sales team! The Sales Manager is responsible for maximizing our sales team potential, providing leadership, training, designing, and implementing strategic sales planning and motivation.

ESSENTIAL DUTIES

1. Lead, train, direct and motivate sales team, providing proper sales tools and resources for successful client acquisition and professional growth.
2. Craft well thought out business plans for growing and cultivating new customer relationships and expanding API's customer base
3. Set achievable objectives, coaching, and monitoring the optimal performance of our sales team based on API's core values.
4. Formulate strategies and techniques necessary for achieving sales targets.
5. Create, monitor, and adjust sales strategies in support of API's established sales objectives and develops new opportunities for additional growth.
6. Assist sales team in determining which opportunities to pursue and how much effort and time to spend on various clients or leads.
7. Provide monthly sales evaluation reports and forecasting revenue projections based on careful analysis of market trends and data analytics.
8. Assist in the development of monthly, quarterly, and annual sales and gross profit margin goals.
9. Identify emerging markets and market shifts while being fully aware of new products and competitive presence
10. Ensure sales policies and procedures of API are followed in a manner consistent with the goals and objectives as set forth by the Executive Management Team.
11. Performs any other duties as may be required, from time to time, by the President and CEO.

SUPERVISORY RESPONSIBILITY

This position oversees API Source's Sales Team

EDUCATION AND EXPERIENCE

- BS/MS degree in Business Administration or equivalent work experience
- 5 – 7 years of experience as a Sales Representative or Sales Manager selling and providing specialty marketing/branding items, marketing programs and fulfillment products for existing and new customers.
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the company
- Proven ability to drive the sales process
- Skilled at coaching, equipping, developing, and supporting sales teams.