

**Job Type**

Full-time

**Description**

The Director of Outside Sales is a pivotal role for Charles River Apparel driving sales growth and expanding market share. This position is responsible for developing key growth sales strategies, tactics, and action plans. The Director of Outside Sales leads the national sales organization and other key roles within the organization. This position serves as a bridge between internal operations and external customer engagement, playing a key role in enhancing the company's market reach and profitability. This multifaceted position is responsible for overseeing and managing the employed sales representatives within the company as well as the Trade Show & College Manager.

**Requirements****Sales Team Management:**

- Supervise and lead a team of employed sales representatives, providing guidance, training, and support to ensure they meet and exceed sales targets.
- Develop and implement sales growth plans for specific territories, factoring in regional nuances and customer preferences.
- Monitor key activities from sales representatives, ensuring alignment of expectations regarding essential tasks, such as in-person customer appointments.

**Sales Strategy and Development:**

- Foster a customer-centric approach within the sales team, emphasizing the importance of building and maintaining strong customer relationships.
- Develop and implement strategic sales plans to drive revenue growth and market expansion, with a focus on creating meaningful and long-lasting customer connections.
- Identify opportunities for new markets, customer segments, and product lines by actively engaging with customers to understand their needs.
- Create and execute business development plans to cater to various-sized accounts while collaborating closely with the Marketing and Customer Service teams to generate leads and harness opportunities for growth.

**Performance Evaluation:**

- Implement KPIs and metrics to measure the performance of the sales team, including their effectiveness in customer relationship management.
- Regularly review and assess the team's performance, providing constructive feedback and guidance to improve results, particularly in customer interactions.

**Training and Development:**

- Develop and deliver training programs to enhance the skills and knowledge of sales representatives, emphasizing the importance of customer engagement.

- Promote a culture of continuous learning and professional development within the sales team to elevate their ability to build strong relationships and customer loyalty.

### **Sales Process Enhancement:**

- Utilize available reports, including CRM data, to analyze sales results and identify areas for improvement.
- Implement new processes and best practices to enhance the sales team's effectiveness in their territories.
- Develop and implement sales strategies tailored to different product categories, including new products, core styles, and overstock/closeout items, to maximize revenue and manage inventory effectively.

### **Collaboration:**

- Work with marketing and customer service to align sales efforts with promotional campaigns and provide input on customer-centric promotions.
- Provide feedback to the merchandising and product development teams based on customer interactions, market trends, and pricing considerations.
- Work closely with the Director of Sales, who oversees multi-line reps, to ensure synergy and coordination between the two sales management roles.
- Foster collaboration with other departments to ensure a seamless customer experience and support in strengthening customer relationships.

### **Market Research:**

- Stay up to date with industry trends and competitive landscape to identify opportunities and challenges.
- Provide market insights and recommendations to the executive team, focusing on how these insights can be leveraged to enhance customer relationships.

### **Qualifications:**

- Bachelor's degree in Business, Sales, or a related field (Master's degree preferred).
- Proven experience in sales management, preferably in the promotional product or apparel industry, with a strong emphasis on customer relationship management.
- Strong leadership skills with the ability to inspire and motivate a sales team to foster customer connections.
- Excellent communication, negotiation, and presentation skills, with a customer-centric approach.
- Strategic thinking and a track record of developing successful sales strategies that prioritize customer engagement.
- Proficiency in using CRM data and reports to drive sales improvements and optimize customer relationships.
- Willingness to travel as needed.