



<b>Position:</b>	<b>District Sales Manager</b>
<b>Department:</b>	<b>Sales</b>
<b>Location:</b>	<b>Varied</b>
<b>Reports To:</b>	<b>Regional Sales Manager</b>
<b>Supervisory Responsibility:</b>	<b>8-10 Account Managers</b>
<b>FLSA Classification :</b>	<b>Exempt</b>
<b>Last Update :</b>	<b>2/2019</b>

### **Position Summary:**

The District Sales Manager (DSM) is accountable to the overall gross profit growth of Hillyard Manufactured/Branded products, as well Strategic Supplier products across a defined geography. A district is designed and appointed by the Regional Sales Director (RSD).

The position requires the ability to manage and oversee an elite sales team comprised of eight to ten Account Managers (AMs). As well, sales support personnel.

This position will be responsible for leading, mentoring, and coaching their sales teams to become unrivaled industry experts that deliver a consultative type selling environment for Hillyard's end users. The focus of this role is to grow the entire district, deploying a multitude of resources available to produce sustainable gross profit growth that meets or exceeds Hillyard's company directives.

### **Essential Functions:**

- Sales Management
  - Establishes a business culture that promotes a sense of urgency for sales growth and achievement of sales objectives. Lead by example.
  - Assists in the development and training of AMs in all critical sales areas. This would include, but not be limited to, all Hillyard programs such as: CCAP (Cleaning Cost Analysis Program), InVision, Business Intelligence, ESTM (Evaluate, Standardize, Train & Manage), HSP (Hillyard Selling Process), SAP, B2B, Hillyard University Online, and the development and delivery of executive level sales presentations. Directs staffing, training, and performance evaluations to continually develop the sales team skills.
  - Ensures that all new AMs are participating and are on target with their AMDPs (Account Manager Development Plans). Conducts scheduled performance reviews as needed.
  - Trains and works with AMs on developing and utilizing key sales and marketing tools, such as: HTML Content Creator, FTE Analyzer, and the Performance Assessment Tool.
  - Possesses vast competitive knowledge, including understanding of sales strategies/tactics.



- Analytics Management and Analysis
  - Works with the Regional Sales Director to develop and implement strategic sales plans that support the VP of Sales and Hillyard's corporate growth goals and objectives.
  - Learns and utilizes Hillyard's licensed Mapping software to effectively establish efficient sales territories.
  - Closely monitors, reviews, and analyzes all AM sales opportunities through the Corporate CRM program, and ensures compliance and wholesale use and participation.
  - Directs channel development activity and makes recommendations to the RSD in establishing sales territories, quotas, and goals.
  - Analyzes sales statistics on a constant basis to identify areas of sales focus/penetration.
  - Prepares periodic sales reports showing areas of proposed customer base expansion.
  
- Customer and Vendor Interaction
  - Works closely with AMs to ensure that all new strategic product launches are effectively executed.
  - Reviews district market analysis to determine customer needs.
  - Assists AMs at trade shows to promote Hillyard programs, services, and products.
  - Delivers multi-level sales presentations to key customers in coordination with AMs.
  - Meets with key customers participating in business reviews, assisting AMs with maintaining relationships, negotiations, and closing deals.
  - Meets with strategic vendor partners to develop and deploy mutually beneficial district growth strategies.
  
- Budget and Forecasting
  - Directs sales forecasting activities and sets all assigned AM monthly, quarterly, and annual performance objectives.
  - Advises the RSD on price schedules and discounts, based upon types of customers and/or size of customer.
  - Analyzes and controls expenditures of the district to conform to budgetary requirements.

**Education & Experience:**

- Bachelor's degree from a four-year college or university.
- Five plus years successful sales management.

**Qualifications:**

- Excellent presentation, writing, and negotiation skills. Must be able to create and deliver convincing arguments covering a broad range of complex issues within the company and within the areas of responsibility.



### **Qualifications Continued:**

- Proficient with the Microsoft Office suite of products. Possess the ability to become proficient in proprietary programs.
- Entrepreneurial drive, a track record of initiative, personal responsibility, and achievement in meeting monthly, quarterly, and annual financial goals in a high-growth organization.
- Facility supply industry knowledge preferred.
- Excellent driving record – Motor Vehicle Report (MVR).
- Ability to pass a background check/drug Test.
- Successful completion of a Post-Offer Employment Test “POET” – testing of physical capabilities.
- Ability to operate an automobile (excess of 50,000 miles annually).
- Trailering skills required.

### **Competencies:**

#### **Company Competencies**

- Customer 1<sup>st</sup> Attitude
- Adaptability
- Concern for Safety
- Integrity & Ethics
- Pursuit of Excellence/Lifelong Learning
- Teamwork

#### **Role Competencies**

- Business Acumen
  - New Business Development Expertise
  - CRM Savvy
  - Technology Proficient
  - Ability to Recognize, Recruit, and Retain Talent
- Customer Focused
  - Expert Presentation Skills
  - Excellent Relationship Building Skills

#### **Leadership Competencies**

- Results Driven
- Teamwork Orientation
- Problem Solving/Analysis



- Organizational Skills
- Communication Proficiency
- Proficient Coaching and Mentoring Ability

**Equipment Used:**

Uses a variety of office equipment including, computer, printer, copier, fax and phone. Uses other equipment relating to Hillyard product lines.

**Working Environment:**

Requires the employee to work both inside and outside in heat/cold, wet/humid, and dry/arid conditions. May be required to use personal protective equipment to prevent exposure to hazardous materials in various settings.

**Travel:**

Heavy travel: up to 50% (U.S.)

**Physical Demands:**

The Sales Manager's physical job demands include maximum occasional lift of 51 lbs. from floor to self-selected height; maximum occasional carry of 51 lbs. for 250 ft; maximum occasional horizontal push/pull force of 50 lbs. for 250 ft; maximum occasional vertical push/pull force of 60 lbs.; frequent forward reach of 30 inches; frequent lateral reach of 24 inches; occasional reach overhead of 75 inches; frequent bend; occasional crouch and kneel; occasional neck flexion; occasional neck rotation; occasional trunk rotation; occasional foot coordination; frequent hand coordination; occasional fine motor coordination; occasional balance; frequent sitting; frequent standing; and frequent walking. PDC Level: HEAVY

Additional Information: Physical demands of Sales Manager may change daily depending on delivery of product to customers, product demonstration, and type of vehicle driven. The Sales Manager may be exposed to vibrations with using power drill.

**Eligibility:**

- Must be legally authorized to work in the United States without restriction.
- Must be willing to submit to a background investigation, including criminal history and motor vehicle check.
- Must be willing and able to pass a post-offer drug screen and physical.

**EEO Statement**

EEO Employer W/M/Vet/Disabled