



Director of Sales

For the past several years, in spite of the economy, we have been expanding our product line, sales staff, and customer base. In order for us to continue our growth we are actively seeking a Director of Sales to lead both our hardscape and masonry sales teams.

Don't miss this fantastic opportunity to become part of a truly dynamic organization.

Please send resume and salary requirements to be considered, no calls please

JOB DESCRIPTION

POSITION: Director of Sales

JOB OVERVIEW:

This new member of our Management Team will be responsible for the development and performance of the sales teams for Red River's Hardscape and Masonry sales businesses. Initial emphasis for this position will be on rapidly increasing the company's concrete paver and Segmental Retaining Wall business in Tennessee and adjoining states. Staffs and directs the sales team and provides leadership toward the achievement of maximum volume and profitability consistent with Red River's vision and values. Establishes plans and strategies to expand the customer base and contribute to the development of training and educational programs for clients and Red River's sales team.

REPORTS TO: President & CEO

SUPERVISES: 9 person outside and inside sales staff

WORK ENVIRONMENT:

Office within Red River facility, Clarksville, TN

Job involves working:

- Indoors and outdoors.
- Frequent day trips with occasional overnight travel.

KEY RELATIONSHIPS:

External: Red River Dealers, Contractors, Installers, Design Firms, Licensee Groups and Industry Associations

Internal: Hardscape and Masonry Salespeople, Inside Salespeople, Dispatcher, Yard Foreman, Production Manager, Controller and Credit Specialist

QUALIFICATIONS

Essential:

1. College Degree
2. Proven record of increasing profitable sales as a Sales Manager within the hardscapes and concrete products industry - minimum of 3 years sales management experience required.
3. Excellent verbal and written communication skills.
4. Strong leader and developer of salespeople who forms teams that drive sales and compete ethically.
5. Ability to read financial statements, prepare sales budgets and forecasts, develop standardized reporting processes, and be competent in Microsoft Office and CRM software.
6. Clean driving record for the prior five years.

Desirable:

1. Advanced Degree (MBA) or Engineering Degree
2. Bi Lingual - Spanish
3. Certification from ICPI, NCMA

ESSENTIAL JOB FUNCTIONS & RESPONSIBILITIES

- Posses the ability to perform job functions with attention to detail, speed and accuracy.
- Be able to prioritize, organize and follow up on all requests and current projects assigned.
- Be a clear thinker, remaining calm in resolving problems using good judgment and seeking appropriate advice from senior management
- Work cohesively with co-workers as part of a team.
- Direct development and performance of staff; follow up with corrections when needed.
- Ability to comprehend financial statements including profit & loss (P&L) and budget reports, and write applicable sales reports and updates.
- Foster and promote a cooperative work climate, maximizing productivity and sales associate morale.
- Provide feedback to sales staff on their performance; handle disciplinary problems and counsel sales team
- Interview and hire new sales personnel according to the needs of the Red River management staff
- Document and record pertinent information in Red River's CRM or chosen sales system
- Maintain accurate records of all pricing, projects, and sales activity reports in an organized fashion, making them easily accessible to those requiring access to that information
- Plan and conduct monthly sales meetings and collect and review all sales representatives' submitted Weekly Sales Reports.
- Prepare action plans by individual as well as by team for effective search for new sales leads & prospects
- Conduct one-on-one review with all sales team members to build more effective communications, the understand training and development needs, and to provide insight for the improvement of sales and activity performance
- Assist in achieving or exceeding budgeted goals in sales and profit by assuming responsibility for a select number of Red River accounts
- Maintain positive working relationships with Red River's industry partners and associations like ICPI, Allan Block and others as directed by management.
- Plan and execute cost-effective and productive sales trips into Red River's primary market to improve and increase our penetration of that market.
- Qualification and solicitation of existing and new accounts through:
 - Personal visits to Red River customers and prospects
 - Telephone calls
 - Written correspondence
 - Participation in promotional events
 - Participation in industry and community events, as well as trade shows
- Accurately report the month-end, year-to-date sales activity to Red River senior management, for revenue increasing opportunities and possible action plans.
- Compile quarterly report on trends in the industry and local markets.
- Maintain a calendar allowing you to meet all established deadlines, meetings, and planned sales trips.
- Insure that all sales representatives meet or exceed all activity standards for prospecting calls, appointments, presentations, proposals, and bids.
- Set an example for sales team, and the entire Red River organization, in the areas of personal character, commitment, organizational and selling skills, and work habits.
- Adhere to all company policies, procedures and business ethics codes, and ensure that they are communicated and implemented within the sales team.
- Any other duties reasonably assigned by the Red River management team.