



## Territory Manager

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| <b>Job Title:</b> Territory Manager       | <b>Department:</b> National Sales      |
| <b>Reports to:</b> National Sales Manager | <b>Revision Date:</b> October 20, 2023 |

### **Position Overview**

The Territory Manager will proactively plan and execute account sales strategies that integrate telemarketing, face to face selling, direct marketing and trade show exhibition to build relationships with key prospects and existing customers. These relationships will drive long-term, incremental customer acquisition, customer retention, sales and profit growth to meet financial goals. The primary focus will be key account level relationships.

### **Specific Responsibilities include:**

- Proactively prospect and win projects that produce annual sales target
- Prepare and deliver sales presentations on a weekly basis focusing on 5-6 major metropolitan areas and spending 3-4 days in each market every other month.
- Establish and maintain a network of industry contacts in assigned region that can act as a resource to yourself and your customers regarding designing, building, or maintaining of complexes or fields.
- Identify key decision makers and develop relationships that facilitate building strong relationships with architects, contractors, field builders, athletic directors, Park and Recreation directors and coaches.
- Implement sales plans and strategies aimed at customer acquisition and retention.
- Partnering with internal resources as needed, to increase team productivity and elevate customer satisfaction levels
- Coordinate internal resources on new business opportunities and existing programs
- Manage day-to-day relationships through effective personal communication and delegation to various areas and partners within the organization
- Assess market conditions and impact on individual companies to identify products and services that can be translated into new business opportunities.
- Achieve weekly prospecting and pipeline metrics to ensure predictable results
- Work well independently.
- Be the brand ambassador for Beacon Athletics in your territory.
- Maintain up to date and relevant information on the competition and industry regulations.

## **Successful candidates will have the following knowledge, skills and abilities:**

To perform the job successfully, an individual should be able to demonstrate the competencies or have attained the skill levels listed below:

- Minimum of three years' sales experience understanding of athletic sports and field maintenance, with emphasis on the sport of baseball/softball.
- Previous relationships with field architects, builders or contractors desired.
- Proven track record of selling national/key accounts and cultivating and managing customer relationships.
- Ability to work remotely.
- Highly organized and efficient; capable of working in a fast-paced environment.
- Driven to succeed in quota-based sales. Have a strong personal sense of urgency to consistently exceed expectations. Ability to balance analytical knowledge with interpersonal interactions.
- Understand components of margin and manage to maximize profitability.
- Exceptional communication skills – Ability to clearly communicate ideas and information through excellent written and verbal communication both internally and externally.
- Multi-tasking Skills - Ability to multi-task and prioritize day to day responsibilities and services in an unpredictable environment.
- Technical Competency – Demonstrate the ability to learn and navigate sophisticated ERP systems related to order entry, customer accounts, and Customer Relationship Management.
- Negotiation Skills- Ability to find common ground with prospects and customers to garner mutually benefiting outcomes
- Problem Solving Skills – Demonstrate the ability to analyze a problem for root causes and develop effective solutions to serve both customer and internal team member needs.
- Intellectual Curiosity – Actively seeks new information and ideas to improve personal, departmental and Company processes.
- Strong leadership and team building skills. Understanding of and support of the Beacon culture.
- Interact with sales leadership and operation leaders to develop sales strategies to win new business.
- Able to travel – overnight travel up to 25% (estimate).
- Microsoft Office Applications – Demonstrate proficiency in Word, Excel, and Outlook.
- Territory Manager position works remotely.

## **Compensation:**

Competitive package including salary, commission and insurance