



Job Title: Territory Manager	Department: National Sales Group
Reports to: NSG Manager	Revision Date: August 4, 2024

For over 75 years, the team at Beacon Athletics has been driven by a passion for improving baseball and softball fields, resulting in the safest, most beautiful, and playable ballfields in America. We specialize in design consultation and innovative, practical equipment for ballfields at every level, from T-Ball to the Major Leagues. We love what we do, and we want to grow our team with people who do things the right way and play to win.

Position Overview

The Territory Manager is a Beacon ambassador responsible for maintaining and building existing relationships, following up on leads, and identifying and pursuing sales opportunities that will deliver aggressive sales goals.

The primary focus will be larger new construction/renovation opportunities and custom product applications. The Territory Manager will proactively plan and execute sales strategies that align with the company's strategic goals. This will include focus and follow-up with Architects, Designers and Contractors, as well as Owner/Operators such as Athletic Directors, Coaches, and Facility Managers.

This position will respond to incoming opportunities and Bids as well as driving proactive outreach to existing customers, building long-term relationships, and uncovering new opportunities.

The Territory Manager is a product expert and will provide consultation, product application details, compelling, competitive proposals, and continual follow-up.

Specific Responsibilities include:

- Respond to opportunities and win projects that meet or exceed the annual sales target.
- Detailed attention to, and use of, Sales Force and Beacon sales processes.
- Quickly become an expert in Beacon product applications and best practices.
- Understanding and navigating Architectural sales, public and private Bid processes.
- Understanding and navigating General Contractor relationships and processes.
- Understanding and navigating the needs, budgeting, and purchasing processes of owner/operators such as K-12/College Athletic Directors and Coaches, as well as Parks and Rec Departments.
- Establish, maintain, and grow a network of relationships with Architects, Builders, and Owner/operators.
- Continual partnering with internal resources to increase productivity and elevate customer satisfaction. This will include collaboration with other Sales Team Experts, Bid & Estimating team, Drafters, Project Managers, and Product Managers.
- Continual collaboration with Marketing and lead-generation campaigns and technology.
- Maintain up-to-date and relevant knowledge on competition and industry regulations.

Activity	Approximate Time
Pursuing opportunities and Bids – response, consultation, proposals, closing	60%
Responding to warm leads generated by Marketing and Outreach activities	20%
Continual self-education	10%
Internal meetings and collaboration	5%
Travel – Overlapping other work	Approx. 25%

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

- Minimum of three years' sales experience in a relevant market such as athletics, construction, parks and recreation, education. Baseball/Softball experience is desired but not required.
- Previous relationships with sports-field architects, builders, or contractors desired.
- Proven track record of establishing, maintaining, and growing national/key accounts.
- Self-motivated for excellence.
- You have a sense of urgency to take the next step on every project.
- You don't give up, having the patience to nurture and follow up leads and address obstacles and objections and are a successful negotiator.
- You proactively maintain a teaming culture with others in the organization through frequent communication and transparency.
- You are a professional who is immediately responsive to customers and to team members.
- Honesty and integrity are core values and direct your actions.
- You listen well and are driven to learn what each customer or decision-maker needs.
- You are coach-able and collaborative.
- You respect and follow organizational processes.
- You are highly organized and focused on project and product details.
- You are curious and actively seek new information and ideas to improve yourself and the company.
- Demonstrate proficiency in Word, Excel, Power Point. Previous CRM experience, preferably Sales Force.
- You are aligned with Beacon Core Values – Take Care of the Customer, Be Yourself, Be Brave, Be a Single Team, Push Beyond what is Expected, Create Fields for Champions.

Compensation:

Competitive package including salary, commission and insurance