

# SEATO SUMMIT

## **Position Title: Sea to Summit Regional Sales Manager**

Sea to Summit is a fast growing outdoor gear company based in Boulder, CO. We supply innovative, award winning backpacking, camping, paddling and adventure travel gear with unparalleled customer service and a commitment to our retail partners to be one of the best companies they work with.

Sea to Summit has an excellent opportunity available for an experienced sales manager. This person will represent Sea to Summit's growing range of award-winning specialty outdoor products to independent and national retailers. They will be responsible for maintaining and growing business relationships with existing dealers, establishing new accounts, and achieving sales targets. Sea to Summit's salespeople provide a high standard of support to dealers, including assortment planning, merchandising, promotional support, education & staff training, and product advise.

This role requires approximately 60 days of travel per year and is based from Sea to Summit's Boulder CO, Head Office.

Salary is commensurate with experience and is competitive. Benefits include health insurance, 401K, paid vacation and holidays and a fun and flexible work environment.

### **Tasks and Responsibilities:**

- Drive customer growth and sales by achieving monthly, quarterly, and annual sales goals for individual accounts and reps in the designated region
- Manage all sales and business relationships with key accounts in the region.
- Develop new sales opportunities and grow business / relationships
- Provide excellent support to retailers and reps to achieve a high standard of product knowledge & merchandising
- Ensure all regional sales, service and marketing campaigns are executed in alignment with the company's expectations
- Regularly report and communicate retailer and rep feedback to the sales director (and other teams as needed), including the customer service, marketing and operations teams
- Conduct thorough sales and market analysis for specific retailers and market segments / regions and deliver actionable plans to maximize opportunities.
- Manage a regional team of in-house sales and service reps which includes among other things monitoring their progress towards achieving sales targets, understanding and helping them in their strategies for growing business, help them coordinate their travel and special projects
- Coordinate with the sales director to create and execute a yearly strategic plan and budget for the region
- Ensure monthly and yearly budgets are achieved
- Ensure all key planning deliverables and deadlines are met
- Forecast all sales for key accounts, top accounts, and territories within the region
- Track regional sales and provide timely input on actual sales-to-forecast accuracy

### **The ideal candidate has the following attributes:**

- Must have outdoor retail experience
- Proven track record of meeting key performance metrics in previous positions
- Experience in visual merchandising
- Excellent communication skills, both verbal and written
- Proficient in all MS Office applications especially MS Excel
- Should present themselves professionally and be comfortable when speaking with customers or giving presentations to a group
- Highly organized and have excellent follow-through
- Self-directed and takes initiative
- Responsible and trustworthy
- Ability & willingness to travel by car (provided by company) or by air approximately 60-70 days per year to have the necessary face time with customers and to attend various trade shows and events
- Excellent driving record
- Willing to work a non-standard schedule, including some evenings and weekends
- Passion for the outdoors and outdoor activities

**Please send resume and cover letter to [josh@seatosummit.com](mailto:josh@seatosummit.com)**