

SALES MANAGER – SOUTHERN CALIFORNIA

Minimum Requirements:

- Dependable, personable, diplomatic.
- Able to problem solve successfully with wide variety of people and issues.
- Excellent oral and written communication skills for creating and maintaining accurate promotional planners, new item recaps, and monthly sales reports.
- Excellent listening skills.
- Outstanding organizational and follow-up skills.
- Ability to work independently as well as being team oriented.
- Excellent decision making ability.
- Ability to focus on both the big picture and details.
- Capable of managing time and deadlines.
- Strong negotiation skills.
- Ability to prioritize and manage multiple tasks.
- College degree, Bachelor's Degree preferred, in Marketing or related field or extensive prior experience.
- Minimum 3 years experience within the natural industry.
- Corporate call experience as well as fluency with consumption data, both SFs portal and SPINS.

Key Job Responsibilities:

This is a multifaceted position requiring excellent communication and organizational skills. A Sales Manager's function is to facilitate communication between Manufacturers and Presence Marketing.

- Develop sales/marketing plans taking into account competitive environment, brand position in the marketplace.
- Develop top line sales growth of brands through effective actionable sales/marketing strategies.
- Work closely with Presence Management to educate and train sales team on brand marketing strategy and steps necessary to make them successful.
- Oversee Grocery Sales Team.
- Create annual promotional calendars and analyze the return on investment for proposed spending through the various channels.
- Coordinate and collaborate with your brands to maximize ROI on marketing and advertising programs.
- Work with manufacturers to maximize their resources to develop and implement strategic sales promotional plans for success in designated distributors and retailers.
- Oversee the execution of the sales/marketing plan and adjust as necessary to maximize results.
- Collect, consolidate and disseminate all vendor information including but not limited to promotions, new items, hip pocket deals, case stacks, holiday items, truckloads, overstocks, displays, demo, audit sand spiff programs.
- Participation in Trade Shows.
- Travel and other duties as necessary.

