

Regional Sales Manager (RSM)

PCF Souvenirs, The Postcard Factory Inc.

PCF Souvenirs is a leader within the North American souvenir industry, including being a proud partner with Disney Consumer Products.

We are seeking a Solutions-Oriented Sales Leader to lead a talented and seasoned team of Field Sales professionals. The core responsibility of a PCF Regional Sales Manager is the achievement of specific KPIs through superior sales forecasting, pipeline management, and the further development of the team of Sales Representatives.

As the Regional Sales Manager, you will support your team in developing sales solutions that achieve specific Sales & Profitability targets while supporting the customer, manage various sales campaigns and collaborate with Senior Management to develop plans for the Regions future.

Responsibilities:

Leadership

- Lead a diverse team of 10 Sales Representatives throughout a multi-state Region
- Coach the team specifically in the areas of strategic planning and consultative selling
- Develop a regional plan for the continued recruitment and retention of top talent
- Performance Manage to support your team
- Serve as the primary resource for your direct reports, removing road blocks and escalating where necessary

Analytics

- Identify key accounts for strategic sales programs
- Assist in the quantifying of new and existing accounts to support the achievement of quotas
- Develop account and territory strategies with sales team.
- Provide Regional forecasts regarding sales results including inventory requirements

- Identify product requirements, including the replacement and clearance of existing items along with the addition of new product within the region
- Maintain a strong knowledge of competitor activity throughout the Region
- Provide Executive Summaries as required

Build Relationships

- Reports to the Vice President of Sales - USA
- Cultivate external relationships that position PCF Souvenirs as a partner and business advisor
- Build strong cross functional relationships with all internal departments

Sales

- Assist sales professionals with developing solutions
- Manage various sales campaigns within the Region
- Facilitate Sales calls as necessary to support the achieving of Regional KPIs
- Coach and work with sales professionals on larger, higher-profile accounts assisting with presentations and negotiations with clients as necessary

Skill Set:

- Established experience and success in sales and sales leadership with a proven record of achieving targets
- Demonstrated ability in Sales Forecasting, Strategic Planning Pipeline Management, and Territory Management
- Strong business acumen
- Exceptional organizational and time management skills
- Team Player with the ability to travel and accompany sales professionals in assigned market region
- A self-starter

Qualifications:

- Post-secondary education in Business administration, Commerce or related field

- 5+ yrs. Consumer Packaged Goods Sales/Key account management experience.
- Minimum 5 years related experience with at least 3 years direct sales experience.
- Strong analytical skills & proficiency in MS Office (Excel, PowerPoint)
- Proven sales ability with strong negotiation skills
- Experience in sales planning & forecasting
- Must show proven ability to build and maintain strong, effective relationships with customers and functional groups. Must show aptitude to effectively interpret and use multiple information sources to develop customer-specific tactical plans and options.
- Strong business and financial acumen: advanced business analytics skills, customer P & L agility, ability to plan, track and evaluate trade management
- Ability to make recommendations for solutions based on information gathered and analyzed from the systems previously mentioned
- Strong attention to detail and accuracy of data entry
- Ability to manage trade spending
- Strong verbal and written communication skills
- Ability to work within a matrix organization. Works with multiple Business Development Managers and Directors to discuss and prioritize work initiatives
- Consumer products background a plus
- Ability to travel 60-70% of the time, including a valid Driver's License and Passport (travel to Canada)