

Sales Manager

Through 30 years of designing and building customized events, Décor & More have become the industry leader both locally and beyond. Our trusted team delivers a vivid dream hundreds of nights per year. Visit our website <https://www.decorandmore.com/> Join our team to turn the mundane into the insane!

We are looking for a **Sales Manager** to join our talented & creative team. Reporting to the Vice President, you will provide leadership in the day-to-day operations of the Sales department, while maintaining a focus on achieving the Company's strategic goals

Duties & Responsibilities:

- Responsible for driving revenue and procuring new clients
- Oversee Company sales policy and make any required changes to contracts as required
- Establish performance goals/targets for the Sales team overall and all Sales department employees on an individual basis, and monitor performance
- Seek out and target new customers and new sales opportunities, initiate the action plan to approach and secure new business for the company
- Create and update a preferred supplier list
- Ensure consistent pricing throughout based on our numerous supplier arrangements
- Chair weekly sales meetings regarding upcoming proposals, A/R, and event reviews
- Collaborate closely with the Design and Event Coordination teams on developing new products and services for our clients
- Qualify and direct new sales calls to the appropriate staff to ensure that our resources are utilized most effectively.
- Approve any and all discounts to clients including charities
- Establish quality standards within the sales department to ensure that all new correspondence from clients is addressed in a timely fashion and provided in a manner with our brand
- Establish sales communications standards that all staff working in a Sales capacity must adhere to regardless of department
- Work with department heads and Executive to set company wide pricing standards
- Work closely with Accounting to develop P&L reports and conduct profitability assessments on all events over \$50,000
- Evaluate overall market mix and profitability on a quarterly basis to assess and adjust the types of business we take, pricing structures and minimums.
- Coordinate sales operations with all other departments/divisions of the company
- In collaboration with the Executive Team, oversee the implementation of the strategic Sales plan
- Manage and supervise sales staff including hiring and performance management
- Work with the Executive to determine areas of potential growth and analyze and monitor market trends
- Responsible for establishing the annual Sales budget in consultation with the Executive and the management of the budget
- Work closely with the Executive to establish a clear brand identity and develop an appropriate on-line and offline sales and marketing strategy to promote that identity
- Oversees the team responsible for all marketing activities including print and web advertising, social media, blogs, newsletters and any participation in tradeshow or industry events.

Skills & Qualifications

- 5 years of related management or supervisory experience is required
- Post-secondary education in event marketing or management would be an asset
- Solid project management skills with the ability to manage multiple projects simultaneously
- Strong and effective verbal and written communication skills

License

Working Conditions

- Flexible work location with the ability to work from our Oakville office, remotely from a home office and on-site during the execution of events.

Schedule

- Regular Monday to Friday business hours however, you must be available to work occasional early mornings, evenings, and weekends as required to meet deadlines, assist in the execution of events or attend networking functions.

Benefits

- Two weeks' vacation entitlement to start
- Group Benefit program that includes healthcare, dental, life insurance, long term disability after 3 months of employment
- Company RRSP matching program

COVID-19 considerations

- Protective equipment is available for employees. There are regular cleaning and sanitation protocols in place, and we have adjusted workspaces to comply with social distancing guidance.

Décor & More is committed to meeting the accessibility needs of all individuals in accordance with the Accessibility for Ontarians with Disabilities Act (AODA) and the Ontario Human Rights Code (OHRC). Should you require accommodations during the recruitment and selection process, please let us know. Décor @ More is an equal opportunity employer.