

## **Principal Role:**

The Eastern Regional Sales Manager is responsible for directing, budgeting and implementing sales strategy for all brands distributed by Highway Two. This position requires managing and leading 3 territory managers and a 14 member independent contractor outside sales team. The candidate will be responsible for developing new business, growing current business with existing customers, implementing retail-based marketing programs at the local, regional, and national levels.

Additional responsibilities:

- Hire, train, develop and manage territory sales representatives
- Assist in the development and implementation of retail display programs
- Drive brands through retail consumer access points
- Develop business aggressively through new product launches in a dynamic, high-growth environment
- Help Sales Director in developing annual sales programs.
- Become our best sales person in the company who adds value in every customer visit.
- Be an expert on all technical aspects of products.

## **Qualifications Required**

- High integrity and intelligence
- Positive, outgoing personality
- Forward-thinking, self-motivated and organized
- Strong vision for the future of brands at retail
- Ability to adapt to an ever changing retail and global environment
- An understanding of authentic cycling/lifestyle brands and related sales strategy
- Experience managing sales representatives in the bicycle or sporting goods industries
- Excellent communication skills
- Leadership ability
- A love for working in a team environment
- A passion for driving an organization forward
- An ability to challenge people, the organization and the status quo

## **Compensation**

- Base salary commensurate with level of experience
- Bonuses based on quarterly sales goals
- Benefits include: medical, dental, vision, paid vacation and 401K match

## **Job Location:**

EAST COAST, AL, AZ, AR, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NH, NJ, NM, NY, NC, ND, OH, OK, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, DC, WV, WI, WY

**Country:** United States

**Position Type:** Full Time

**Employee May Telecommute:** Yes

**Job seekers must live within:** No preference

**Required to Relocate:** No

**Willing to Travel:** Yes

**Required Experience Required:** 3-5 years