



Regional Sales Manager-Western Canada

Ennis Fabrics, is an international distributor of globally sourced textiles and supplies. With over 9,000 products distributed throughout North America and globally from four extensive full-service distribution centers, including one in China, they are ideally positioned to serve their customers. Since the company was founded in Edmonton, AB in 1972, their focus has been to provide a customer centric approach accomplished by their dedicated and highly valued employees. Due to a retirement of a long-term employee, this role is now available.

The Opportunity:

Reporting to the Vice President of Sales & Marketing, this position is a "hands on" leadership role responsible to continue to develop a team capable of generating profitable sales and increasing market share by mentoring and coaching Sales Professionals to promote and market all products distributed by Ennis/Vision Fabrics throughout the Western provinces. This position promotes and reinforces Ennis Fabrics' Vision, Mission and Values established within our brand strategies. You may work from your home based office in Vancouver or from the head office in Edmonton.

Responsibilities:

- Market share growth with existing accounts is a primary focus.
- Ensure compliance and robust use of our Spiro CRM tool.
- Develop market and product competence across all market segments (Home Décor, Contract and Specialty fabrics and supplies) we serve.
- Prepare for Business Plan reviews, Regional and National sales meetings/conference calls.
- Forecast and set annual regional sales budgets and develop a 5-year business plan based on input from sales professionals.
- Monitor and manage customer pricing negotiations.
- Regional travel expectations are a minimum to 2 days per week on the road travelling with local Sales Professionals. Overnight travel to remote reps is expected on a regular basis, typical frequency is 1 week per month.
- Ability to manage multiple priorities and tasks simultaneously with multiple Sales Professionals is critical.
- Monthly evaluation of business based on activity, sales results vs. targets
- Assist Sales Professionals in appropriate territory separation, territory management, call preparation/follow-up.
- Actively be involved with your team to assist our Accounts Receivable department with any delinquent accounts and difficult customer challenges.
- Champion the effective and efficient use of technology
- Report information to the Vice President of Sales and Marketing on trends/direction of sales, product information and marketing for all industries on a monthly basis.

Personal Characteristics required:

- Self-motivated
- Ability to coach and motivate and lead a diverse group of individuals to achieve a common goal.
- Ability to make informed decisions.
- Ability to problem-solve.
- Ability to forecast and forward plan regarding business plans and budgets.
- Superior communication skills/organizational skills, time management.
- Competitive nature
- Commitment to Task
- Comfortable public speaking.
- Commitment to invest time required to complete activities required of the role.
- Adaptable to a flexible work schedule – evening and weekend efforts are required from time to time.

Qualifications:

- 5+ years B2B sales management experience with multiple direct reports is essential (previous experience in a distribution environment preferred)
- 5+ years of “on the road” selling experience required.
- Post-Secondary Education required (preferably in a business-related degree)
- Time Management – effective management of multiple priorities in our CRM tool
- Ability to work from a home office in GVA or from head office in Edmonton
- Ability to travel up to 25% overnight
- Effective negotiation skills
- Strategic planning experience
- Change management
- Intermediate/Advanced computer Skills including Outlook and Microsoft Office (Word, Excel and PowerPoint)

If this position is of suitable interest to you, please submit your resume in full confidence to:

Wanda Steiner, President, Steiner Search Group via email at wanda@steinersearchgroup.com.



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