



**ABOUT DEVIL MOUNTAIN NURSERY:**

Since 1995, Devil Mountain Wholesale Nursery has provided its professional customers with access to more plant varieties on hand than any other wholesale nursery in the San Francisco Bay Area. We pride ourselves in having a knowledgeable sales staff, attention to quality material, and extensive delivery capacity throughout the Bay Area and surrounds.

In addition to our 20 acres in San Ramon, we grow on an additional 100+ acres near Lodi, California and our suppliers range from small specialty growers to the largest in the nation. Our buyers travel to quality growers throughout the country to procure the most exceptional plants and ensure the finest quality and selection is available here to customers. We will soon open 2 new Landscape Centers to better service the greater San Francisco Bay Area -- one in Petaluma (North Bay) and one in Morgan Hill (South Bay)  
<http://www.devilmountainnursery.com/>

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**FOR EMPLOYMENT CONTACT:**

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**POSITION AVAILABLE:**

**COMMERCIAL LANDSCAPE CENTER MANAGER.** Responsible for all activities associated with the Commercial Landscape Center, including the related site administration, staffing, scheduling, invoicing, customer service, inventory stocking, merchandising, facility layout, and product organization. Responsibilities include all related landscape center and will-call activities, including the effective management of all landscape center personnel; training and implementation of competent and professional personnel; implementing effective, responsive, and professional sales transactions; and landscape center inventory management and organization. Effectively staffs and directs a competent and respected sales team and provides leadership towards the achievement of maximum profitability and growth in line with company visions, values, and budgets. Establishes plans and strategies to produce the highest possible customer service and workplace standards, product quality, merchandising, and facility appearance. Contributes to the development of training and educational programs for personnel and strives for the highest possible professionalism and business standards.

**PRIMARY AREAS OF RESPONSIBILITY INCLUDE BUT ARE NOT LIMITED TO:**

**RESPONSIBILITIES:**

- Develops business standards for all landscape center activities, products, the facility, and related personnel. Manages towards achievement of such standards.
- Develops a Commercial Landscape Center business plan that ensures attainment of company sales objectives, goals, and profitability.
- Effectively works with all of the company's business units and departments to provide a compatible, complementary, and productive business environment.
- Promotes a team atmosphere in the workplace

- Develops and maintains the proper sales and product merchandising standards necessary to produce the highest possible customer service and efficiency levels.
- Demonstrates and communicates a strong understanding, knowledge, and availability of the nursery's inventory, product mix, margin and product objectives.
- Responsible to effectively train and educate all landscape center and will-call staff to the highest possible operational and product knowledge levels.
- Responsible for maintaining appropriate staffing during all landscape center and will-call hours of operation.
- Responsible for the effective training and development of a competent assistant manager who is responsible during any absence of the manager.
- Responsible for all company directed documentation related to landscape center and will-call activities.
- Adheres to a consistent sales pricing and procurement policies as outlined by the company.
- Responsible for Commercial Landscape Center security and inventory controls.
- Responsible for the facility's security, including entry gate greeters, security guards, or entry/exit monitoring personnel.
- Responsible for the effective management and reporting associated with any customer or supplier agreements, contracts, or arrangements as directed.
- Responsible for the finished product presentation, merchandising, and display associated with all Commercial Landscape Center sales efforts, including, brokering, and cooperative activities.
- Responsible to maintain the highest possible personnel and product standards, professionalism, and appearance.
- May at various times represent the business in industry-wide trade associations, trade functions, or customer meetings deemed by the business to be important to business development.
- Responsible for executing any bonus, spiff, or incentive programs outlined by the company specific to the Commercial Landscape Center staff.
- Prepares a regular review of all product line performance, margin achievement, and profitability.
- Prepares and documents a regular performance review of all Commercial Landscape Center personnel.
- Assists with and conducts regular Commercial Landscape Center inspections for the purpose of maintaining the highest possible nursery and operational standards. Creates action plans, incentive plans, and follow-up plans to accomplish the same.
- Initiates and coordinates development of action plans to achieve stated goals.
- Provides timely feedback to senior management regarding product and sales performance.
- Fosters an environment of effective, timely, and consistent customer service emphasizing order fulfillment, responsiveness, and customer satisfaction.
- May at times conduct direct customer visits for product knowledge presentations, job site product evaluations or recommendations, and plant performance issues.
- Maintains a consistent product quality structure among all nursery product groups, and facility sections.
- Provides timely, accurate, competitive cost and expense management while striving to maintain maximum profit margin.
- Maintains accurate records of all Commercial Landscape Center expenses.
- Maintains a safe and secure workplace.
- Observes and enforces all company directives, objectives, and marketing strategies.
- Possesses effective communication skills, particularly as related to the achievement of a professional, competent, and effective customer service effort.
- Possesses competent computer skills and can develop, manage, is proficient with necessary spreadsheets for monitoring and tracking sales activities, product sales requirements, and activities related to established forecasts and budgets.
- Assists senior management in developing Commercial Landscape Center sales & expense forecasts and budgeting.
- Responsible for the successful execution of all Commercial Landscape Center sales transactions, specific to the pricing and inventory control objectives set forth by the company.

- Responsible for effective coordination and communications with sales representatives, sales management, or other members of the sales team.
- Responsible for regular reporting against predetermined sales criteria.
- Is accountable to predetermined sales, expense management, and overall company product objectives.
- Responsible to the execution of all company product line development efforts, demand creation, and product marketing efforts.
- Assists the company, when required, in preparation of proposals and presentations.
- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Assists and facilitates staff as required, with specific company directives and tasks, including physical inventories, sales meetings, and company marketing activities.
- Constantly develops product lines based on criteria agreed upon by senior management and consistent with customer demands.

### **Skills/Qualifications:**

- Local plant variety knowledge and horticultural expertise
- Horticultural product sales experience
- Development and execution of specific nursery sales standards
- Bilingual in Spanish, or ability to communicate with nursery production teams is an asset
- Sales development and executional skills
- Sales personnel development skills
- Professional workplace standards, staffing standards, and exceptional customer service skills.
- A broad understanding of nursery trends, product demand, and market segment sales fulfillment
- Managing the sales development processes
- Developing and tracking budgets
- Current market and plant product knowledge
- Meeting sales and product movement goals
- Motivational and team building skills
- Negotiation skills
- Sales planning and tracking
- Exceptional and effective communication skills / Effective team member, supplier, and customer communications / Effective internal & external communications
- Effective presentation skills
- Building relationships
- Merchandising plant product to customer needs
- Efficient sales transactional processes, exceptional customer service, and effective customer service follow-up

### **Relationships and Roles:**

#### **Internal / External Cooperation**

- Ensures that all landscape center and will-call personnel meet or exceed all company standards. Strives for the highest possible customer service and order fulfillment, efficient and timely sales transactions, and the most effective possible landscape center and will-call environment, including the best possible facility appearance.
- Capable of delegating authority and responsibility with accountability and follow-up.
- Sets examples for company personnel in areas of personal character, commitment, organizational and selling skills, and work habits.
- Responsible for the regular education, development, and growth of personnel to build motivation, product knowledge, and sales skills.

- Responsible to company personnel to effectively implement and all sales objectives, specific product sales, and product presentation.
- Maintains communication and contact with all company personnel to ensure high levels of client satisfaction.
- Demonstrates ability to interact and cooperate with all company employees.

**Job Specifications:**

- 7 to 10 years of experience in nursery and horticultural sales, sales development, sales personnel development, and customer service.
- Able to demonstrate effective, quality nursery sales capabilities, effective motivation and management of sales associates, and competent management of sales operations.
- Experience with enterprise software solutions and large, complex organizations.
- Extensive experience in all aspects of customer service and customer satisfaction.
- Strong understanding of customer and market dynamics and requirements.
- Sales and marketing plan development and implementation.
- Proven leadership and ability to drive nursery sales and customer service teams.

**HOURS:** Full time. Hours will vary based on seasonal sales demands.

**REPORTS TO:** This position has reporting responsibilities to both the CFO and COO

**RECOMMENDED COMPENSATION:** Commensurate with industry standards and as agreed to by company CFO. Benefits consistent with those specified in the company's current employee handbook