



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/>

FOR EMPLOYMENT CONTACT:

Jon Ewing (858) 229-9893; jonrewing1@gmail.com
Tom Ewing (619) 517-0100; tomewing1@cox.net

POSITION AVAILABLE:

DIRECTOR OF SALES: Responsible for the development and performance of all designated sales staff and activities, will include sales oversight as specified for Commercial Landscape Center / will-call activities. Effectively staffs and directs a 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 expand our customer base, contributes to sales development and marketing programs, including training and educational programs for clients and Sales Representatives.

PRIMARY AREAS OF RESPONSIBILITY INCLUDE BUT ARE NOT LIMITED TO:

RESPONSIBILITIES:

- Develops a business sales plan and marketing strategy for all target markets that ensures attainment of company sales objectives, goals, and profitability.
- Demonstrates and communicates a strong understanding, knowledge, and availability of the nursery's inventory, product mix, and product objectives.
- Responsible for the sales activity associated all sales related efforts, including phone orders, counter sales, brokering, and cooperative activities.
- Assists sales representatives in offering ideas for substitutions and/or recommended alternatives as solutions for unavailable inventory.
- Represents the business in all industry-wide trade associations deemed by the business to be important to business development.
- Responsible for the performance and development of designated Sales Representatives.
- Prepares action plans by individuals as well as by team for effective search of sales leads and prospects.
- Initiates and coordinates development of action plans to penetrate new markets.
- Assists in the development and implementation of marketing plans as needed.
- Conducts regularly scheduled, documented one-on-one review with all Sales Representatives to build more effective communications, to understand training and development needs, and to provide insight for the improvement of Sales Representative's sales and activity performance.

- Provides timely feedback to senior management regarding performance.
- Fosters an environment of effective, timely, and consistent customer responsiveness.
- Maintains a consistent pricing structure among all customer bases.
- Provides timely, accurate, competitive pricing on all completed prospect applications submitted for pricing and approval while striving to maintain maximum profit margin.
- Maintains accurate sales reports and maintains activity reports submitted by outside Sales Representatives.
- Participates in key account meetings as required.
- Creates and conducts proposal presentations and RFP responses.
- Assists senior management in developing sales forecasts and budgeting for each sales location.
- Responsible for regular reporting against predetermined sales and marketing criteria
- Is accountable to predetermined product sales, salesperson sales, and overall company sales objectives.
- Responsible for the execution of all company product line development efforts, demand creation, and product marketing efforts.
- Assists Sales Representatives in preparation of proposals and presentations.
- Controls sales and marketing expenses to meet budget guidelines.
- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Recruits, tests, and hires Sales Representatives based on criteria agreed upon by senior management.

Skills/Qualifications:

- Coaching
- Team Building
- Managing Processes
- Developing and Tracking Budgets
- Market Knowledge
- Meeting sales Goals
- Motivation for Sales
- Negotiation
- Sales Planning
- Building relationships
- Selling to Customer Needs
- Staffing

Relationships and Roles:

Internal / External Cooperation

- Insures that all Sales Representatives meet or exceed all activity standards for prospecting calls, appointments, presentations, proposals and closes.
- Capable of delegating authority and responsibility with accountability and follow-up.
- Sets examples for Sales Representatives in areas of personal character, commitment, organizational and selling skills, and work habits.
- Conducts regular coaching and counseling with Sales Representatives to build motivation and selling skills.
- Maintains contact with all clients in the market area to ensure high levels of client satisfaction.
- Demonstrates ability to interact and cooperate with all company employees.

Job Specifications:

- 5-7 years of experience in sales management.
- Experience with enterprise software solutions and large, complex organizations.
- Extensive experience in all aspects of Account Relationship Management.
- Strong understanding of customer and market dynamics and requirements.

- Willingness to travel and work in a global team of professionals.
- Proven leadership and ability to drive sales teams.

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

REPORTS TO: CFO

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.