

**Position:** Sales Manager

**Location:** Salish Soils, Sunshine Coast, BC (Hybrid: 1 day on site, 2 days remote/traveling)

**Work Schedule:** 32 hours per week (4 days) 1 day on site, 3 days remote/travelling

#### Functional Summary

As the Sales Manager and a key member of the management team, you will play a critical role in driving revenue growth by selling Salish Soils' products, particularly in the Greater Vancouver market. This outward-facing role will involve building relationships with retailers such as garden centers, home hardware stores, and other outlets, while also growing our online sales channels. Additionally, you will negotiate contracts for tipping, collection, and waste management solutions and support sales efforts on the Sunshine Coast. This position offers a blend of salary and commission, allowing the right candidate to thrive as part of Salish Soils' big growth story.

#### **Key Responsibilities:**

##### **Sales Leadership and Strategy:**

- Develop and execute strategies to sell soil, compost, aggregates, and waste management services into the Sunshine Coast and Greater Vancouver market.
- Lead efforts to establish and grow partnerships with retailers, focusing on garden centers and hardware stores.
- Build and expand online sales channels to reach new customer bases.
- Negotiate contracts for tipping, collection, and other waste management solutions.
- Support local sales efforts on the Sunshine Coast, visiting retailers and enabling relationships during weekly on-site days.
- Actively represent Salish Soils at industry events and networking opportunities.
- Hire and manage a high-performing, commission-based sales team to drive growth.

##### **Customer Focus, Business Development & Relationship Building:**

- Serve as the face of Salish Soils, embodying the company's commitment and values in every interaction.
- Build and maintain strong relationships with customers and partners to create loyalty and trust.
- Provide exceptional customer experiences, ensuring satisfaction with products and services.
- Gather feedback from customers to inform improvements in product offerings and customer engagement strategies.

##### **Branding and Marketing:**

- Align sales efforts with branding initiatives.
- Use marketing insights to overcome sales challenges and develop effective strategies.

- Leverage branding tools and campaigns to support product promotion in target markets.
- Ensure all sales activities align with Salish Soils' values and commitment to regeneration.

#### **Management and Reporting:**

- Participate in weekly management meetings on the Sunshine Coast to contribute to company strategy and decision-making.
- Provide regular updates and sales performance reports to the leadership team.
- Analyze market trends, sales performance, and customer data to optimize strategies and inform decision-making.

#### **Key Performance Indicators (KPIs):**

- **Revenue Growth:** Achieve or exceed monthly and annual sales targets.
- **Retail Partnerships:** Secure partnerships with new retailers on the Sunshine Coast and the Greater Vancouver area.
- **Online Sales:** Increase online sales revenue by year-over-year.
- **Customer Retention:** Maintain a client retention rate.
- **Team Development:** Build and manage a sales team that consistently meets or exceeds individual sales goals.
- **Contract Negotiations:** Successfully close new tipping or waste management contracts annually.