

Shimano Canada Limited

Regional Sales Manager

Department: Technical apparel
Location: Peterborough, Ontario
Reports To: **General Manager-Bike Division**

POSITION SUMMARY:

This challenging position is crucial to the future development of a Shimano owned technical apparel brand in Canada. The ideal candidate will play a key role in the creation and execution of an aggressive growth plan in the market.

This position leads the sales and organization which consists of multiple sales agencies, sales reps, and future support services as determined necessary.

This individual will be responsible for the development and implementation of strategic sales and promotional plans with the primary focus of increasing sales and revenue and enhancing the apparel brand presence within Canada. These efforts will require working closely with senior management, sales agency principals and representatives, customers, as well as coordination with internal departments (Sales Management, Product, Planning, Merchandising and Marketing teams).

Principal Responsibilities:

- Establish cooperatively with Sales management and then exceed territory sales and revenue goals.
- Manage sales agencies and customers in the region.
- Develop sales and promotional plans for targeted customers building upon national and regional promotions.
- Ongoing detailed analysis of sales, market and competitor activity. Weekly sales updates to Sales Manager
- Monthly reporting to Sales management of success and progress in meeting territory goals.
- Quarterly presentation of strategic plans and progress to plans.
- Increasing the distribution of existing products as well as the placement of new products as they become available.
- Increasing the merchandising presence of the apparel brand at retail.
- Working with outside sales representatives to secure orders that support sales and promotional plans.
- Working directly with outside sales representatives in sales training and mentorship, visual merchandising, creative problem solving and developing effective and impactful customer relationships.
- Handling and resolution of day-to-day issues including but not limited to any availability concerns, shipping issues, credit problems, and accounting issues directly with customers and outside sales representatives.
- Monitoring of territory promotional and advertising budgets.
- Visit accounts with sales representative(s), attendance at consumer shows, trade shows, and various trade and consumer promotional events.
- Work in conjunction with Shimano Regional Sales Manager(s) to understand Shimano initiatives as they relate to those of the apparel brand and mitigate any conflicts

- Develop relationships with top retailers to review their business needs and the general business environment (trends, promotions, competitor info, etc.).
- Develop relationships with top retailers to up sell available to ship orders, update preseason orders, and sell slow moving and/or close-out inventory.
- **This position requires travel up to 40% per month**

QUALIFICATIONS:

- 5+ years of specialty cycling and/or run apparel sales experience.
- 2+ years forecasting and budgeting experience.
- 2+ years of direct management of outside sales force experience. Established customer relationships a plus.
- General knowledge of sporting goods industry.
- Proven effectiveness in obtaining results.
- Solid experience in the Microsoft Office environment using Outlook, Word, PowerPoint & Excel.
- Excellent oral and written communication and presentation skills for communicating with customers and staff.
- Strong writing, organizational, and problem solving skills.
- Proven experience in successfully managing and performing multiple tasks under pressure.
- Proven experience in meeting tight deadlines.
- Bilingual (French/English) capabilities considered an asset.

If you are interested in this opportunity and feel you meet the qualifications we require, we would like to hear from you. Please submit your resume and salary expectations by e-mail to: [**jobs@shimano.com**](mailto:jobs@shimano.com).

Please make reference in the subject header of the email "Regional Sales Manager"

Only qualified candidates will be contacted for an interview.
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