**Sales Manager Job Description**

Sales Manager Job Responsibilities:

Sells products by implementing sales plans; supervising sales staff.

Sales Manager Job Duties:

* Determines annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and results.
* Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
* Implements national sales programs by developing field sales action plans.
* Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
* Establishes and adjusts selling prices by monitoring costs, competition, and supply and demand.
* Completes national sales operational requirements by scheduling and assigning employees; following up on work results.
* Maintains national sales staff by recruiting, selecting, orienting, and training employees.
* Maintains national sales staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.
* Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
* Contributes to team effort by accomplishing related results as needed.

Sales Manager Skills and Qualifications:

Meeting Sales Goals, Negotiation, Selling to Customer Needs, Motivation for Sales, Sales Planning, Building Relationships, Coaching, Managing Processes, Market Knowledge, Developing Budgets, Staffing