

Title: Sales Director – Canada

Location: Toronto GTA

The Company: Our Client is an international Non GMO specialty beverage company that produces their products in the purest form. They control the process from tree to bottle.

Role Focus: Reporting to the Head of International Development in the USA, the Sales Director will be responsible for developing and delivering a commercial strategy for Canada. Your entrepreneurial mindset will be engaged to build a competitive team, build relationships with retailers, agents, distribution networks and other stakeholders and be vigilant for opportunities to increase sales.

The Sales Director will provide leadership, planning, management, and will be prepared to develop a sales organization. The Director of Sales will lead the Canadian sales team with an entrepreneurial drive to ensure an exceptional customer experience with a focus on meeting all mutually-established targets and objectives.

#### Key Accountabilities:

The Sales Director will be responsible for achieving significant Customer/Region sales volume objectives, budgets and planning, execution of retail programs and trade promotions and customer and/or region ownership. He/she will determine annual unit and gross-profit plans by implementing marketing strategies as well as analyzing trends and results.

Additional factors for success include the following:

- Develops and executes strategic plan for his/her region to achieve sales targets and expand customer base;
- Prioritizes market/customer opportunities and develops appropriate, customer specific programs;
- Build and maintain strong and long-lasting customer relationships;
- Establishes sales objectives by forecasting and developing annual sales quotas for the region; projecting expected sales volume and profit for existing and new products through consensus with his/her team;
- Implements regional sales programs by developing sales action plans;
- Maintains sales volume 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 regional sales operational requirements by scheduling and assigning employees and following up on work results;
- Will build out a successful sales organization and will then maintain the team by recruiting, selecting, orienting and training agents and/or employees;
- Develops innovative trade programs to drive trial and sell-through;
- Maintains optimal sales performance results by counselling and directing agents/employees; planning, monitoring and appraising performance results;

- Develops and manages distribution partner relationships and programs and develops and directs new distribution partners to optimize market coverage;
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional and trade periodicals, establishing personal networks and participating in professional associations.
- Contributes to team effort by accomplishing related results as needed;
- Takes on other duties from time to time to support the growth of the business

#### Key Requirements:

#### Interpersonal Skills

- Display independence, resourcefulness and ability to self-motivate.
- Global mindset with understanding of different cultures, ways of thinking, and doing business.
- Possess excellent verbal and written communications skills coupled with highly effective presentation skills.
- Must be an exceptional listener able to negotiate to build enduring mutually beneficial relationships.
- Develops and maintains strong relationships with customers, agents, distribution partners and stakeholders.
- Has vision, confidence and ability to lead a market entry and bring customers and staff on-board.
- Demonstrates strong results-oriented management skills, assumes leadership and delegates efficiently.

#### Scheduling and Strategic Planning

- Must be able to lead multiple projects through timely completion and be able to continually evaluate priorities and make appropriate adjustments.
- Must be able to develop meaningful short and long-term strategic plans and proposals, involving all aspects required for success.

#### Education

- BA/BS degree or equivalent; MBA or other graduate degree is desirable but experience coupled with a verifiable track record of success is more important.

#### Training and Experience

- Proven experience as a sales executive leader with a verifiable track record of meeting or exceeding targets.
- Previous experience in the beverage industry. Experience with the coconut water market is desirable.
- Proven ability to drive the sales process from plan to close. This includes:
  - the knowledge and ability to articulate distinct aspects of products and services;
  - and a proven ability to position products against competitors.

Key Success Factors: The successful Sales Director will be measured by demonstrating competence and good judgement in the delivery of planned results, meeting projected budget revenue targets, meeting agreed Marketing departmental customer KPIs, selling products by implementing regional sales plans and effectively directing the sales organization.