

**Position Title:** Territory Sales Manager - Mid-Atlantic

**Job Description**

L.A.T. Apparel, an exciting, aggressively growing manufacturing company servicing the decorated apparel and imprinted sportswear industry, is looking for a highly motivated Outside Sales Manager to cover the Mid-Atlantic sales territory (DC, DE, MD, NC, PA, VA, WV) with extensive travel required. Our customer base includes screen printers, embroiderers, promotional products distributors, uniform companies, tie-dyers, catalog companies, craft suppliers, small resort retailers, cheerleading suppliers, etc. This position reports to the VP of Direct Sales.

This position is responsible for directing and managing (owning) customer growth opportunities within the Mid-Atlantic territory. The preferred candidate will be responsible for developing, executing, and driving well-thought-out sales strategies across complex product and brand platforms that deliver accelerated sales and profit growth. Individuals must be self-starters, collaborators, good communicators, and have organic leadership abilities.

Keys to success, but not limited to:

- Self-starter who can easily adjust based on market conditions
- Mastered the art of account relationships and finding the “win/win”
- Great at messaging a strong brand story
- Initiate, develop, and facilitate sales and marketing strategies that increase LAT’s multi-brand assortment, sales, and profit in the Mid-Atlantic territory.
- Owns the LAT lead role in customer relationship/management.
- Individuals need to have an entrepreneurial spirit with the ability to be creative, to be a problem solver, and to think outside the box. All while being the ultimate collaborator.
- Exhibits a keen understanding of the marketing and sales process with the ability to develop, implement, and communicate well-thought-out strategies to improve profitability and drive business for LAT, as well as the customer.
- Accountability for continuous and comprehensive sales action plans to achieve goals – display ability to execute short-term and long-term opportunities in managing results.
- Responsible for product sell-in, assortment management, forecasting, and sales to meet/exceed LAT financial metrics, as well as achieve customer KPI/goals.
- Must quickly develop an understanding of customer processes, strategies, and financial metrics to communicate and collaborate with LAT internal partners to drive incremental business.
- Conduct business reviews with cross-functional LAT teams, including but not limited to marketing, forecasting, planning, customer service, and design/merchandising.
- Manage monthly, quarterly, and annual financial, sales, and travel plans.
- Partner with and support the sales efforts of our wholesale distributors’ representatives

The job requirements needed to execute the responsibilities of this role effectively include:

- High-level market analysis/competitive insight.
- High-level account sales analysis.
- Strong product knowledge, including account-level productivity metrics.
- Product selling strategy/formulation.
- Promotion selling strategy/formulation
- Regularly travel (3 to 4 days/nights a week) within the sales territory, servicing and growing sales within the existing customer base, as well as developing new business
- Bachelor's degree or equivalent, 5 years of outside sales work experience required
- Minimum work experience of 5+ years of sales, retail buying, or marketing experience in the apparel industry and/or CPG experience.
- Excellent negotiation and problem-solving skills are required.
- Strong communication skills (oral and written), including excellent presentation skills.
- Financial Acumen: must fully understand retail scorecard drivers, and be able to manage detailed analytics
- Possess strong tactical skills; able to manage detailed execution plans, both internally and externally
- Proven ability to build strong business relationships.
- Travel required.

The compensation includes a salary plus commission/incentives/car allowance and benefits.

Job Type: Full-time

Pay: \$60,000.00 - \$100,000.00 per year

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Employee discount
- Health insurance
- Life insurance
- Mileage reimbursement
- Paid time off
- Retirement plan
- Travel reimbursement
- Vision insurance

Compensation Package:

- Commission pay
- Performance bonus

Work Location: On the road