

Position Title: Sales Manager, Georgia / Southeast Inside Sales

Type: Remote · Full Time · Atlanta, GA United States

Job Summary

LAT 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 state of Georgia with travel required, while also managing select SE states as an inside sales representative. 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 for the state of Georgia, as well as supporting growth through inside sales of the Southeast states. 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

Responsibilities:

- Initiate, develop, and facilitate sales and marketing strategies that increase LAT’s multi-brand assortment, sales, and profit in the Upper Midwest 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 of the box. All while being the ultimate collaborator.
- Exhibits 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

Responsibilities (CONTINUED):

- The job requirements needed to effectively execute the responsibilities of this role 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
 - Periodic travel within the state of GA that might require 3-4 days in the field visiting customers, this travel may be comprised of day trips or overnight. You will be servicing and growing sales within the existing customer base, as well as developing new business.

Qualifications:

- Bachelor's degree or equivalent, 5 years of inside or outside sales work experience required
- Minimum work experience: 5+ years' 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.

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