

**Position Title:** Territory Sales Manager - West

**Type:** Remote · Full Time · California, United States

### Job Summary

We are embarking on a journey of evolution and growth, actively seeking dynamic sales professionals who thrive on progress and are passionate about sharing compelling brand stories within the Printwear industry. Join us - this is where your story begins (Live And Tell). We are currently hiring for the **Territory Sales Manager** position in the West.

- 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 West territory.
- Owns the LAT lead role in customer relationship/management.
- Individual needs to have an entrepreneurial spirit with the ability to be creative, to be a problem solver and 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 profitably 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.

### Requirements and Qualifications

- 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 outside sales work experience required.

## Requirements and Qualifications

- 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 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

The compensation includes a **salary plus commission/incentives/car allowance**, and benefits. Work location is **on the road**.