



## Sales Manager Job Description

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Sales Managers are responsible for the duties associated with identifying customer / client relationship opportunities and fostering those relationships in way that highlights the skills and capabilities of Allmail USA Inc.; this includes new client identification, existing client relationship building and additional need identification, and previous client relationship repair, in-an-attempt to meet the needs of the Allmail USA, Inc. client base and exceed the client's expectations.

### Sales Manager Duties and Responsibilities

To accomplish their primary goals of customer interactions, Sales Managers perform many tasks; ALLMAIL USA, INC. has identified these core Sales Manager duties and responsibilities:

#### **Customer Interactions**

It is a primary responsibility of the Sales Manager to be the face of Allmail USA, Inc. through face-to-face customer/client interactions, phone calls, and emails. Customer / client communications are expected to be polite, knowledgeable, and embody the core values of Allmail USA, Inc.

#### **Marketing**

As a representative of Allmail USA, Inc. for customer/client interactions, the Sales Manager is also responsible for the marketing of product and service offerings. This could include, but not limited to, email communication, postcard mailers, identification of an underserved customer or market, etc.

#### **Identification of Prospective Clients and Relationship Building**

It is a primary responsibility of the Sales Manager to identify new and prospective clients, understand their specific needs, and build a lasting relationship with them in order to serve those needs. This is done through in-person onsite and offsite collaboration, telephony communication, email communication, social media interactions, etc. The Sales Manager, as a representative of Allmail USA, Inc., should maintain a professional, friendly, and approachable appearance and demeanor. The Sales manager should not cause the prospective client(s) to question the integrity, ethics, or capability of Allmail USA, Inc. to full-fill their needs.

#### **Relationship Maintenance – Existing / Previous Clients**

It is a primary responsibility of the Sales Manager to identify declining customer relationships and foster that relationship through an understanding of what is causing the decline; they should identify if it is within Allmail USA, Inc.'s ability to adapt to the customer's situation and present the client with potential solutions whenever and wherever possible in-order-to regrow the relationship. Similarly, the Sales Manager will be tasked with identifying previous customer relationships, understand the reason(s) for the loss of relationship, understand what can be done to regrow the relationship, and execute a strategy designed to that effect.

#### **Onsite Visits**

Whenever possible, the Sales Manager is encouraged to meet with the clients and prospective clients in-person either at the Allmail USA, Inc. facility or the facility of the client / prospective client. The Sales Manager is encouraged to have/bring marketing materials for distribution.

### **Digital / Email Campaign Management**

The Sales Manager is encouraged to use digital tools such as email and social media to connect with customers; this includes the development of messaging and promotions for use in print and digital campaigns. Promotional materials and messaging should be reviewed and approved by management before use.

### **Marketing Content Planning (printing / online promotion / social media)**

The Sales Manager will advise and provide recommendations for marketing content, sales materials, and social media. Promotional materials and messaging should be reviewed and approved by management before use.

### **Brand Identity Contributor**

In establishing close relationships with the client base, the Sales Manager is likely to receive brand identity feedback. This feedback (good, bad, or indifferent) should be communicated to management for refinement and continued development of brand identity. The sales manager should offer suggestions, where possible, to help develop the overall brand identity in a way that establishes a positive image of the company.

### **Office Equipment Setup, Operation, Adjustments, and Maintenance**

Sales Managers perform office equipment setup, operation, equipment adjustments, and preventative maintenance tasks to meet all standards for safety, quality, and efficiency. This includes, but not limited to: multi-function devices, production office printers, desktop office printers, scanners, label makers, desktop computers, postal meters, scales, etc. The Customer Specialist is expected to follow all safety protocols while working with the supplied equipment to prevent damage to the machines and bodily injury to oneself.

### **Production Tracking**

Sales Managers are responsible identifying the job requirements; documenting the job requirements via the MailSoft application; coordinating the bid or estimate to perform the job; creating any necessary purchase orders required to obtain stock or materials; invoicing the client for postage and work performed; and coordinating the pick-up disposal of extra materials.

### **Identify Problems and Suggest Improvements**

If while performing office-related tasks the Sales Manager identifies any problems, they must identify potential solutions and attempt to troubleshoot the issue. Problems could be mechanical errors, safety issues, or an identified inefficiency. If the process of troubleshooting the issue could cause a loss of data or data integrity, the Sales Manager should immediately ask for management assistance. Inability to resolve the issue should be escalated to management for additional assistance.

### **Workspace Cleanliness**

Sales Managers are responsible for maintaining a safe and clean work environment. Walkways should be free of stock, tools, material, and debris; excess stock or materials should be discarded, stored, or staged to be returned to clients. Trash should be removed and discarded in the dumpster regularly. Recycling should be removed and transferred to the appropriate bins regularly. Allocated desk space in the office area is to be kept neat and presentable. Desktop computers should be locked when not at your desk. Client confidential information and sensitive jobs should never be left in the open and visible to other clients.

### **United States Postal Service (USPS) Equipment Handling**

Sales Managers are responsible for the proper use and handling of all USPS Equipment. Stock is kept in a clean and orderly fashion; stock is not stored in an unprotected, outside location; stock is not removed from the premises without prior authorization from management.

### **All Other Duties as Assigned**

ALLMAIL USA, INC. may require a Sales Manager to perform a task not specifically called out in this job description, therefore it is assumed to include "all other duties as assigned."

## **Sales Manager Skills**

A successful Sales Manager is a personable, professional, problem-solver, and analytical thinker. They are able to identify customer / client relationship opportunities and foster those relationships in way that highlights the skills and ability of

the company. They have exceptional attention to detail and a passion for producing quality, dependable work. In addition to these general skills and personality traits, ALLMAIL USA, INC. Sales Manager candidates should have the following skills:

- Operation of office machinery such as computers, scanners, printers, fax machines, multi-function devices, etc.
- Strong written and verbal English communication skills
- Ability to build, maintain, and navigate strong customer / client relationships
- Ability to operate and navigate Windows based software
- Ability to operate and navigate Intuit Quickbooks software
- Ability to operate and navigate PDF software such as Adobe Acrobat
- Excellent attention to detail and good organization
- Capable of working independently to a sales/marketing schedule
- Familiarity with postal rules governing parcel delivery requirements
- Excellent customer communication skills (in-person, phone, email, etc.)
- Project a level of professionalism, including standard phone and email etiquette
- Capable of project management
- Familiarity with Microsoft Word, Excel, Access, and Publisher
- Familiarity with Quickbooks
- Ability to perform complex sales interactions