



Sales Manager Job Description

The Walker Distributing Company Sales Manager is responsible for motivating and directing a team of Territory Managers who manage Dealer customer relationships and product growth. This role involves setting sales and growth targets, designing and implementing programs to achieve them, and ensuring success through regular follow-up with each Territory Manager. Establishing and validating performance metrics is a key component of this role.

The Sales Manager will collaborate closely with the marketing and other team members to ensure Dealers are fully utilizing available tools to drive customer satisfaction and business growth.

In addition to overall leadership responsibilities, the Sales Manager may be asked to directly manage a small portfolio of Dealer accounts, acting as the Territory Manager for those accounts. The role may also include supplementary responsibilities in Marketing efforts and Technical Support duties.

Compensation will be offered as base salary plus commission, based on set sales targets. This position reports to the WDC General Manager.

REQUIRED:

- Sales experience, particularly in team leadership.
- Required travel (25–50%) to work with Territory Managers and conduct Dealer visits in TX, NV, CA, NM, KS, MT, MN, WI, ND, KY, TN
- Superior leadership skills, demonstrating the ability to drive results through proper motivation and reward, maintaining a participative but firm approach.

DESIRED:

- Prior experience in sales, marketing, and/or team leadership.
- Knowledgeable about two-step distribution models and techniques.
- Outdoor Power Equipment Industry experience.
- Experience with Walker Mowers, including understanding the product value story and equipment.
- Knowledge of marketing techniques (traditional and digital).
- Strong business acumen and "big-picture" thinking.
- Location preference is Colorado.