

Sales Manager (Sales Department)

Sales Department Summary

Walker Manufacturing sells products exclusively through a two-step distribution channel comprising 20+ active distributors worldwide, each holding exclusive geographic territory. These distributors maintain a diverse dealer network of active outdoor power equipment dealerships providing new inventory, knowledgeable salespeople, local marketing, proper branding and merchandising, and after-sale technical service within their territories. The Sales Department is the primary link between the manufacturer and the distribution and dealer channel, coordinating extensively across internal departments and external partners to drive brand growth and deliver an exceptional customer experience.

Job Description Summary

The Sales Manager leads and oversees the Walker Manufacturing Sales Department, serving as both a department manager and an active distributor relationship manager. This is a player/coach role: the Sales Manager directly manages a team of direct reports while also personally owning key distributor relationships. They are responsible for driving distributor and dealer growth through consultative engagement, data-driven program management, and effective leadership.

Essential Duties and Responsibilities

Department Leadership

- Manage, develop, and hold accountable all direct reports within the Sales Department.
- Establish and maintain departmental priorities, workflows, and communication cadences.
- Provide coaching, performance feedback, and professional development for team members.
- Coordinate cross-departmental resources to plan and execute internal and external events, training, and strategic initiatives.

Distributor Relationship Management

- Serve as the primary relationship point of contact between Walker Manufacturing and assigned distribution partners.
- Conduct regular engagement with distributors on planned forecasts, sales activity trends, sales team composition, and territory-level opportunities.
- Identify and act on training gaps, market opportunities, and areas where Walker can provide resources to increase distributor effectiveness.
- Administer and communicate the distributor sales program.
- Track active dealer engagement across all distributors as a primary indicator of channel health and territory coverage.
- Navigate and manage distributor relationships, maintaining Walker mindshare through value creation.

Change Leadership & Strategic Influence

- Clearly communicate product and program changes in ways that equip distributors and dealers to succeed.
- Drive strategic change initiatives across the distribution channel.
- Build trust and engagement with distributors.
- Identify emerging risks to channel with recommended action plans.

Data, Reporting & Communication

- Track and communicate key industry and channel metrics internally and externally, with actionable recommendations.
- Maintain current, accurate data on distributor performance, dealer activity, and market conditions.
- Deliver clear written and verbal communication across all levels of the organization and channel.
- Travel required (less than 20%), including international travel.

Knowledge and Skill Requirements

- Strong written and verbal communication skills, including the ability to deliver difficult messages with clarity.
- Confident and comfortable with public speaking, presenting, and training.
- Demonstrated leadership and people management.
- Ability to identify and assimilate critical performance data to make sound, timely decisions.
- Financial and analytical literacy sufficient to interpret margin structures and distributor business models.
- Demonstrated ability to effectively address and resolve conflict with professionalism and urgency.
- Extremely high ethical standards.
- Demonstrated problem solving, solutions and action oriented outlook.

Preferred Experience and Qualifications

- Bachelor's degree in a business-related field or equivalent practical work experience.
- 7+ years of experience with primary duties including relationship management, channel or distribution management, project management, marketing, or leadership.
- Demonstrated history of influential leadership to effect change within a distribution or dealer channel.
- Experience managing direct reports, including coaching, development, and performance management.
- Business planning and financial analysis skills to identify opportunities and risks in various business models.
- Computer skills, including Google Workspace, Microsoft Excel, and CRM or sales analytics tools.
- Onsite, in person position in Fort Collins, CO