

Specialty Resources Inc.

<https://specialtyresources.com/job/sales-manager/>

Sales Manager

Description

The Sales Manager is responsible for driving strong, profitable, and sustainable revenue growth for SRI.

Responsibilities

- Work with Executive Leadership to define the overall sales & marketing strategy for the company.
- Work with the CEO and other company personnel to develop and maintain all marketing materials, web sites, and promotional advertising programs.
- Identify target geographic and industry market focus.
- Identify specific target customers and develop leads for Account Executive (AE) activity.
- Work directly with the AE in establishing the parameters for sales lead identification, qualification and distribution.
- Work with the AE to establish and maintain lead tracking and reporting systems (CRM).
- Assist in defining the geographic territories which the company seeks to pursue.
- Identify outside sales rep firms servicing the designated territories. Interview Rep firms and evaluate based on sales history, compatible principals and other parameters defined with management. Provide recommendations to the CEO and assist in selection.
- Work directly with the Sourcing & Quoting Team to assure up to date understanding of customers' current situation and any outstanding issues.
- Work directly with the Product Managers for assigned accounts to ensure complete understanding of any issues related to revenue generations.

Qualifications

- At least ten (10) years prior direct experience in outside sales and sales management for OEM product manufacturing operation in the industrial products markets.
- The ability to lead, inspire, and motivate the sales team to achieve and exceed sales targets.
- The capacity to develop and implement effective sales strategies, set goals, and create processes that align with the company's overall objectives.
- Proficiency in analyzing sales data to track performance, identify trends, and make informed decisions to improve strategies.
- The ability to manage a CRM platform to ensure data integrity and optimal performance.
- Maintenance of a valid automobile driver's license and ability to visit customer sites.
- Excellent organizational and communication skills.

Hiring organization

Specialty Resources Inc.

Employment Type

Full-time (8 hour shift / Monday to Friday)

Date posted

October 31, 2025