



SALES MANAGER

Full-time - Position Based in Dallas, TX

A Sales Manager will develop, promote, and sell products on behalf of the manufacturers Lawless Group represents. They will mentor the sales specialists who are responsible for communicating and responding to the inquiries of existing and potential customers. The sales manager is tasked with achieving sales revenue and profit goals by managing the overall customer experience and service. The primary activity is order entry, making calls and sending emails to either customers or prospects to grow relationships and increase sales. This position plays a key role in representing Lawless and all the individual manufacturers daily by providing the customer with the most professional and consultative selling experience possible by creating customer satisfaction and adding value to the customer's engagement.

SUMMARY OF RESPONSIBILITIES

- Assist the Director of Sales and Communications in growing the Lawless brand by proactively generating new accounts by marketing, networking, cold calling, referral, and other sales techniques.
- Provide sales specialists with the necessary support to generate market leads and close new deals.
- Plan and execute training among staff members.
- Analyze trends and results to implement successful marketing strategies.
- Keep current with economic indicators, changing trends, supply and demand, and competitors to maintain sales volume and product mix.
- Boost regional sales volume.
- Develop and review long-and-short-term sales strategies.
- Ensure the effectiveness of cross-selling activities by guiding employees.
- Resolve customer complaints and service issues.
- Document customer interactions and maintain data related to activities, accounts, and partners.
- Recommend service and product enhancement to improve sales potential and customer satisfaction.
- Utilizes the necessary tools (ERP, CRM) as specified

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- 5+ years of sales experience
- Knowledge of industrial/construction industry preferred
- Self-motivated with a strong desire and sense of urgency
- Strong attention to detail
- A Flexibility and adaptability to changing priorities and environment
- Ability to prospect and market conceptions to existing and potentially new accounts
- Ability to perform in a fast-paced, team environment
- Excellent communication skills to communicate professional and clearly, both verbally and in written form via company CRM
- Proficiency in Microsoft Office including Excel and Word is a plus
- Ability to achieve results in highly competitive environment
- Ability to act in solving problems while exhibiting judgment and a realistic understanding of issues
- Technical aptitude for equipment and service-related issues

EDUCATION

High school graduation or G.E.D. equivalent
College degree preferred

