

CWD Sales Manager

CWD (Circus World Displays) owns and operates 4 divisions and over 30 brands. CWD was established in 1961 and has become an innovator in the consumer electronics world.

CWD is currently looking for 2 Sales Managers to join our team. This position is required for 2 of our divisions and the successful candidates will be required to work in the office where the division is located. The divisions that require a Sales Manager to join their team are:

BlueTronics Group was established in 2010 when CWD acquired over 20 brands from another CE company. The office is located on 1040 Martingrove Road in Toronto, ON. Some of the main brands that BlueTronics manages include:

- **Electrohome**, which was established over 100 years ago with a wide assortment of CE goods
- **Citizen**, which produces lifestyle electronic products within Canada
- **Magnasonic**, which specializes in audio, televisions and alarm clock products and other quality CE goods
- **Nyrius**, which focuses on higher-end lifestyle electronics and gadgets

SVAT Electronics is a division of CWD. Established in 2002. The office is located on 4080 Montrose Rd in Niagara Falls, ON. SVAT is one of the key manufacturers of Video Security in the electronics industry. The SVAT Electronics division also manages the following brands:

- **Defender**, which specializes in DIY Security products for homes and business
- **Levana**, which specializes in baby safety products including award winning video baby monitors
- **Pure Therapy**, which manufactures and distributes massage and relaxation products

The successful candidate will be responsible for:

Business Planning

1. Provide input into sales strategies and overall business planning that ensures achievement of company sales goals and profitability.
2. Responsible for formulating annual/quarterly/monthly sales strategies and goals.
3. Provide input on items, pricing, sales and operational efficiency.
4. Aid product development in product selections
5. Suggest strategies to improve close ratio and identify major reasons why sales are not closed.
6. Work with marketing/advertising to develop new advertising strategies based on your understanding of your customers.

Customer Management

7. Build strong relationships with your major customers.
8. Maintain accurate records of all pricing, sales, and activity reports submitted by sales team.
9. Assist sales team in preparation of proposals and presentations.
10. Involve yourself in regular customer follow up.
11. Monitor cold calls to potential customers to provide feedback to staff.
12. Prepare in advance and conduct sales meetings.

Inventory Management

13. Forecast needs and communicate with Research and Development Team
14. Coordinate product allocations and reserved goods

Team Management & Supervision

15. Build a solid sales team that meets and exceeds sales goals.
16. Monitor employee productivity and motivate team to reach daily, weekly & monthly goals.
17. Conduct one-on-one semi-annual reviews with all sales team members to build more effective communication, to understand training and development needs, and to provide insight for the improvement of sales and activity performance
18. Provide timely feedback to senior management regarding sales team performance
19. Work with Human Resources to determine appropriate staffing levels..
20. Assist in the recruitment, testing and hiring sales team based on criteria agreed upon by senior management.
21. Train sales team in best practices in sales and share sales techniques at regular sales meetings.
22. Diagnose and address skill gaps in supervised sales staff.
23. Develop a modular training program for newly hired salespeople.
24. Resolve interpersonal issues within department and escalate if required.
25. Constructively handle or supervise the handling of all customer complaints related to your department.
26. Coordinate department activities and projects to meet project timelines.

Profitability Management

27. Ensure sales targets are met and objectives are met or exceeded
28. Negotiation of viable vendor agreements
29. Maintain an active role in the returns process
30. Maintain a proactive role in returns process to maximize recovery rate and lower return rate
31. Improve products through feedback and communicate to appropriate individual
32. Communicate product selection ideas to appropriate team members

Other

33. Adhere to all company policies, procedures and business ethics codes and ensure that they are communicated and implemented within the team.
34. Effectively complete other duties as assigned.

The successful candidate requires:

1. Minimum of 3 years experience with selling finished consumer goods to mass merchants and an interest in consumer electronics products.
2. 5-7 years of experience in Sales management
3. 5 + years in a successful National Account Manager or Account Executive role
4. Ability to travel regularly in the United States for tradeshow(s) and sales visits.
5. University degree or college diploma in a related field.
6. Excellent problem solving and analytical skills in a fast-paced environment
7. Experience with a CRM (customer relationship management program) an asset
8. Computer proficiency in all Microsoft Suite programs; Power Point, Word, Outlook, Excel.

Qualified candidates are encouraged to apply online by visiting <http://www.svat.com/hr.php> and selecting the "Apply for a Position Now" button. Only online applications will be considered. If selected for an interview you will be contacted by Human Resources, please do not contact us by phone or in person.