



District Sales Manager - Eastern Canada

Rolf C. Hagen Inc., a worldwide manufacturer and distributor of leading pet products is seeking a District Sales Manager to lead its experienced sales team in Ontario, Quebec, and the Maritimes.

The District Sales Manager will be reporting to the National Sales Director to create and manage strategic sales distribution within the eastern region of Canada; Ontario, Quebec, and the Maritimes, and meet or exceed assigned sales targets. The person in this position is responsible for ensuring a positive presence in the marketplace for Rolf C. Hagen Inc., the products, and services we offer and for building strong customer relationships.

Key Activities include (but are not limited to):

- Develop profitable results.
- Develop and implement the Objectives, Goals, Strategies and Measures (OGSM) for the region.
- Call on pet specialty stores (with Sales Representatives) and give performance feedback to Representatives.
- Develop and leverage relationships with key accounts in assigned region.
- Participate in local, provincial, and national industry related trade shows, conferences, and social events.
- Drive a disciplined approach to market opportunity, sales performance, reporting and measurement.
- Accomplish regional sales human resources objectives by assisting with recruiting, selecting, orienting, training, assigning, applying disciplinary measures, scheduling and coaching employees in assigned territories; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; ensuring policies and procedures are followed.
- Motivate and empower staff; stimulate direct reports to formulate innovative and creative ideas for improving sales and day to day responsibilities.
- Proactively manage own professional development, to enhance professional competencies.
- Ensure to keep abreast of competition, competitive issues, and products.
- Timely and accurately complete sales paperwork.
- In conjunction with the Senior Management team, establish short- and long-term business plans and objectives for the assigned region, consistent with the overall corporate strategic plan.

Qualifications and Competencies required:

- College diploma or bachelor's degree in related field or equivalent level of industry experience.
- 3 years experience in a related field or equivalent.
- Proven ability to motivate and lead the sales team.
- Demonstrate sense of urgency and bias for action, ownership, and accountability.
- Travel and work throughout Eastern Canada.
- Travel required (30%).
- Strong presentation & negotiation skills and ability to collaborate with both internal and external groups to achieve common goals.

- Experience in all aspects of developing and executing sales and marketing strategies to meet organizational and customer objectives.
- Keen understanding of industry market trends, dynamics, and requirements.
- Strong communication, problem solving, analytical and statistical skills.
- Knowledge of consumer-packaged goods and pet specialty retail industry an asset.
- Outstanding needs analysis, positioning, business justification, negotiating and closing skills
- Professional appearance and conduct.
- Strong computer proficiency (Windows and MS Office based)
- French and English written and oral communications skills are a must.

If you are passionate about taking this next step in your career and wish to be part of a successful company, send in your CV and cover letter today to hresources-can@rchagen.com

We thank all applicants who apply, but only those selected for an interview will be contacted.