



District Sales Manager (DSM)

Span of Control: 30 Stores
Personnel: 30 Lead Specialists, Up to 90 total part-time employees
Geographic Span: One major market per position
Travel: Within market / store territory

The District Sales Manager is responsible for the overall field execution of business objectives and client in-store demonstration programs within their assigned territory. In this key leadership role, the District Sales Manager supports client programs by managing the field execution teams dedicated to in-store programs. The position is responsible for driving event execution results through hands-on management of teams, objectives, training and through close coordination with peer management and support teams.

Our Client, a Fortune 50 national retailer has contracted with Campaigners to drive sustainable, measurable sales growth of their key products in strategic retail locations. Campaigners will hire, train and deploy an expert team of Field demonstration specialists focused on food and product demonstration, brand advocates and sales.

Position Title:	District Sales Manager
Reports to:	Regional Director
Location:	Remote
Direct Reports:	Part Time Delegates

District Sales Manager Highlights:

As a District Sales Manager, you will be responsible for leading a team of demonstration & merchandising representatives and partnering with retail management and sales employees within an assigned district to drive sales. The District Sales Manager will be responsible for managing all aspects training and in-store execution, as well as completion of all reports and overall performance to the goals and metrics of the program.

- Driving demonstration events within your district through flawless execution and effective results management
- Program management of all designated part time specialists in your assigned district
- Effectively planning, managing, and executing all client programs in your respective district
- Effective hiring, schedule management, training, personnel development and program oversight of all programs in your respective district
- Working closely with the Regional Manager to develop strategies for retention, hiring and maximizing performance within your assigned district
- Regular reporting against client mandated objectives

Key Deliverables and Responsibilities:

- Results Management:
- Actively manage flawless event execution through a combination of proactive hiring, training, scheduling, supervision and in-store oversight
- Ability to work weekends on a Wednesday through Sunday work schedule
- Travel regularly to the stores within your district (including occasional overnight travel)

- Develop and maintain strategic relationships with retailer partners
- Analyze data and develop appropriate plans in order to drive merchandising execution in retail accounts
- Delivery of product training content, in settings from 1:1 to large group presentations
- Special projects, as assigned by senior management

Team Management:

- Regularly conduct coaching sessions with field team to discuss strategies for ongoing demonstration and sales improvement in addition to regular visits re: Coaching/Accountability/Motivation
- Communicate with field team within assigned District to address field issues/discrepancies, determine appropriate mode of communicate depending on nature of issue
- Ensure field team's accurate and timely collection of data per client request
- Utilize Campaigners' reporting to review field team's results, monitor un-staffed locations and assess trends
- Drive part-time representative execution of all client-mandated metrics
- Training of field team in areas of store relationship building, product knowledge, and selling skills
- Recruiting, Interviewing, Hiring and Scheduling of 60-100 remote direct reports

Who is the Ideal Candidate?

- 5+ years of retail management experience with hiring, managing part-time employees, demonstration or event marketing, sales, results reporting, inventory, merchandising and training experience (P&L responsibility and/or multi unit experience a plus)
- Strong computer skills for managing schedules and reporting results via on-line systems
- Ability to drive measurable, sustainable results
- Strong coaching and performance management skills
- Flexibility to work weekends on rotating schedule and to visit and work directly with team members and retail partners to ensure success of all in-store activities
- Effective, proven leadership skills and the ability to build morale and motivate a field based team of part-time employees to achieve program goals and objectives
- Proficient knowledge in Windows and MS Office (specifically Outlook and Excel)
- Have a proven track record in sales with an emphasis on building team and client relationships
- Have a strong work ethic, a disciplined and motivated team player who can work well without direct supervision
- Experience in selling in the merchandising and retail services arena preferred
- Reliable transportation, computer and internet access

Contact Information: Are you passionate about Service Excellence, Results, Integrity, Entrepreneurial Focus and Leadership? These are our values at ASM. Come learn why "Winning Together" is more than just words on a piece of paper. It is the vision by which we live our mission as an organization: *"To create outstanding value for clients and customers through superior sales execution, operational excellence and innovative marketing services."*

For immediate and confidential consideration please contact:

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