



## ORAFOL CANADA SALES MANAGER

Department:	Sales	Reports To:	Managing Director
Job Category:	Full-Time	FLSA:	Salaried-Exempt
Approved By:		Date:	<b>October , 2024</b>

### JOB SUMMARY

The ORAFOL Canada Sales Manager is responsible for the coordination and implementation of strategies to drive growth of ORAFOL Canada sales across all divisions (*Graphic Innovations, Reflective Solutions, Adhesive Tape Systems*). Responsibilities also include managing relationships and growth initiatives at distributor partners and direct accounts throughout Canada. A blend of account management and business development skills are key characteristics of the Sales Manager. In addition, an understanding of finance and implications of pricing decisions are beneficial to this role.

### ESSENTIAL FUNCTIONS

- Strive to meet and exceed established sales budget for the ORAFOL Canada.
- Provide input and assistance in the development of annual sales forecast and budgets for ORAFOL Canada.
- Manage the Canadian distribution network and assist each distributor in leveraging their marketing and sales strategies to promote the growth of ORAFOL products within their localized region.
- Conduct quarterly appraisals of distributor performance with Distributor Principals.
- Create and implement distribution management plans and programs to enhance ORAFOL position in the market and develop long-term strategic partners.
- Recognize and develop new distributors and direct channels for the sale of ORAFOL products throughout Canada.
- Identify and manage government tender opportunities that are consistent with the sales and marketing strategies of ORAFOL Canada.
- Identify and monitor market trends in the Canadian market. Utilize the information in the development of effective sales plans and strategies.
- Develop valued relationships with ORAFOL Canada direct accounts.
- Develop pricing and overall account strategies to maximize growth and margin opportunities for ORAFOL Canada.
- Prioritize market opportunities and select projects that will yield the largest strategic, financial gain and/or sales growth for ORAFOL Canada.
- Assist with the training and development of the Customer Service Team to define, meet and exceed the expectations of ORAFOL Canada.
- Develop and deliver training programs for distributor partners to assist with the growth of the ORAFOL brand and ORAFOL products.
- Develop specific promotions and/or programs to achieve strategic initiatives of ORAFOL Canada.
- Work with ORAFOL global facilities to respond to market trends where new products are required to meet market demands.
- Provide direction for the effective procurement of ORAFOL products from various ORAFOL manufacturing facilities.
- Maintain ORAFOL presence within industry organizations such as ISA, SGIA, ATSSA, Government Agencies, etc.



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- Participate in sales conference calls and meetings on a regular basis.
- Manage expenses according to the budget.
- Ensure a positive unified and overall consistent image is built for ORAFOL through all facets of the country.
- To be a valued and contributing member of the overall ORAFOL Canada team.
- Other tasks as assigned by senior management.

### **ADDITIONAL RESPONSIBILITIES**

- The ability to develop strategic alliances within Canada as it relates to capturing greater market share within the country.
- Maintains an optimal level of product quality and adhere to ORAFOL's Quality Program.
- The ability to work independently in the field with a broad base of customers including distributors, commercial sign companies, direct accounts, reflective sign fabricators, government bodies; including owners, management, fabricators, purchasing and sales personnel.
- The ability to support distributors to make joint sales calls to specific end-users.
- The ability to effectively cold call on various signage and graphics end-users, government agencies, OEM fabricators, reflective traffic control accounts within the Canadian market.
- Possesses the ability to be organized, detailed, and effective in the administration of the sales efforts; including computer applications for sales management (MS Word, Power Point, Excel and contact management).
- Excellent presentation and communication skills supported by the ability to negotiate and win sales.

### **POSITION REQUIREMENTS**

#### **Education Requirements:**

- BA degree, MBA preferred

#### **Work Experience:**

- 6 + years distribution channel management, national sign specification, corporate ID management or digital imaging market experience.

#### **Aptitudes & Characteristics:**

- Must have a positive "can do" attitude and a sense of accountability
- Must be a fast learner, driven and self-motivated; strive towards continuous improvement;
- Ability to work with little to no supervision, multi-task and meet deadlines