



JOB DESCRIPTION

Title: Retail Sales Manager
Classification: Exempt
Salary Range: \$50 - \$55K + commissions
Original Date: February 2015

Department: Retail
Position Status: Full-Time
Reports to: General Manager of Retail
Date of Review: August 2024

Job Objective

Responsible for handling the daily operations of wholesale and corporate business effectively. This involves negotiating deals with suppliers, monitoring the distribution process, and developing strategies to improve sales.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Develop and execute strategic plans to achieve sales targets.
- Analyze market trends, identify potential clients, and devise plans to increase the company's sales and market share.
- Continue to research and develop new strategic opportunities for sales growth (Amazon, Goldbelly, wholesale platforms, etc.).
- Create and communicate sales goals and ensure the executive management team are informed of the progress of those goals.
- Build and maintain long-lasting, strong relationships with customers while partnering with them to better understand their business objectives and needs.
- Understand industry-specific trends and landscapes.
- Actively participate in the Community, Brand, Sales & Development Committee (CBSD).
- Actively engage in public meetings, events and forums that help build future corporate client relationships.
- Effectively communicate value propositions through presentations and proposals.
- Report on forces that shift strategic directions of accounts and tactical budgets.
- Ensure that purchased products are up to the company's quality standards and are acquired at the best possible prices.
- Oversee the distribution of products, ensuring they reach retailers within agreed deadlines.
- Research potential test markets (Gatlinburg, Atlanta, etc.) for possible expansion.
- Participate in off-site events with wholesale accounts and retail pop-up events to boost sales and product awareness in the community.
- Seek out and screen potential new wholesale accounts in under-served areas around Nashville.
- Perform administrative duties as assigned.
- Work closely with GM of Retail to ensure goals and objectives are met.
- Perform quality work within deadlines.
- Be an effective team contributor on all assignments.
- Interact professionally with other employees, customers and vendors.
- Assist with retail store coverage or fulfillment as needed

Competencies

Communication
Organized and detail oriented
Strong Customer Focus
Flexibility
Teamwork Oriented

Supervisory Responsibility

This position will not have any direct reports but will be required to work a changing schedule as necessary depending upon the needs of the department.

Work Environment

While performing the duties of this job on-site, the employee is occasionally exposed to commercial kitchen machinery and retail space, and could be exposed to smoke, fumes, etc. The noise level in the work environment is usually quiet to moderate.

Physical Demands

The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch or crawl. The employee must frequently lift or move objects up to 20 pounds and occasionally lift or move objects up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Position Type/Expected Hours of Work

This is a full-time, exempt position. Must be able to work nights, weekends, and holidays. Hours will range inside of our operating hours of 8:00am – 8:00pm 7 days a week.

Must be able to adapt to a changing schedule based on the needs of the business.

Job Skills

- Excellent written and verbal communications skills
- Proven ability to drive the sales process from start to finish
- Excellent listening, negotiation and presentation skills
- Proven ability to articulate the distinct aspects of services and products
- Knowledge of how to develop client-focused, differentiated and achievable solutions
- Understanding of how to position products against competitors
- Skills in persuasion and influencing
- Ability to generate creative 'out of the box' initiatives
- Strong networking abilities

Required Education and Experience

- High school diploma or GED required
- Prior Sales Management experience

Preferences

- Specialty Store experience preferred

Work Authorization

Must be authorized to work in the United States

Other Duties

Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

EEO Statement

The Loveless Cafe LLC is an equal-opportunity employer and is committed to hiring and maintaining a capable and committed workforce. EOE/M/F/D/V