



District Sales Manager

The district sales manager oversees sales representatives within his or her district. This individual reports to the district manager and handles responsibilities including the following:

- Supervising seven to 16 sales representatives
- Monitoring sales dollars, gallons and gross margin results of each territory (average territory size: \$1.5 million)
- Developing territory market plan strategy, target accounts and customer account assignments
- Controlling direct sales budgets
- Training representatives in sales techniques and product knowledge
- Establishing market pricing
- Recommending product assortment to support territory needs
- Conducting market surveys
- Planning promotional programs and sales incentive contests
- Establishing rapport with major customers
- Participating in local association chapters
- Interfacing with local store and branch management to ensure high levels of customer service

- Staying current on competitive activity
- Selecting, assigning and controlling accounts in territories

Expectations

For the district sales manager position, Sherwin-Williams seeks individuals who are self-motivated, confident and market-savvy sales professionals to be accountable for:

- Sales and gallon development of new and existing business
- Gross profit on territories
- Training
- Monitoring past-due accounts
- Account selection within district
- Performance reviews
- Ensuring that reps effectively use their sales tools/programs
- Monitoring and communicating to district management all territory performance reports
- Complaint settlement

