

## JOB DESCRIPTION



JOB TITLE:	Sales Account Manager	CURLING CANADA
DEPARTMENT:	Event Operations (work location is flexible, however preference is Toronto or Ottawa)	
WAGE CATEGORY:	Salary (up to \$80K) plus Commissions (up to \$20K)	
REPORTS TO:	General Manager Event Operations	
DATE:	July 2017	

### JOB STATEMENT:

The Sales Account Manager provides leadership to the sponsorship sales arm of the organization. This role sets the strategic direction for the sale of sponsorships for the Season of Champions properties, implements a plan to deliver against sales targets. The Sales Account Manager is a key position in the organization and must work closely with management, event staff and the Finance Department to ensure delivery of target goals.

Reporting to the General Manager, Event Operations, the Curling Canada Sales Account Manager is able to understand and contribute to building the strategic direction of the organization in addition to being an excellent sales representative and program delivery leader. Responsible for the local sponsorship sales of Curling Canada's Season of Championships properties. The duties of the position shall include but aren't limited to:

- Develop a selling hierarchy and inventory of all assets available
- Designing a selling strategy to ensure maximum revenue delivery and strong marketing partnerships.
- Review and develop new sales materials
- Deliver sales presentations and deliver sales and marketing agreements to support local Season of Champions events
- Focus sales efforts by ensuring strong market understanding of existing and potential sponsors
- Develop and maintain a potential sponsor data base and develop prospecting strategy.
- Develop new assets for delivery and adjust content of sales presentations to meet the needs of target audiences
- Ensure strategic, economical and accountable use of organizational resources in accordance with established organizational policies and procedures (e.g., travel, accommodation, per diem)
- Work with Senior Leaders to develop an on-going revenue delivery and marketing strategy for all Season of Champions properties
- Keep management informed by submitting activity and results reports, such as daily call reports,



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weekly work plans, and monthly and annual territory analyses

- Work with sales fulfillment and event staff to ensure sponsor needs are properly documented and communicated
- Work with the Finance Department to ensure sales contracts and financial obligations of sponsors are met and that Curling Canada business needs are recognized and attended to.
- Work with National sponsor group and consult with Curling Canada Management to develop prospects, sales lists, targets and selling plans appropriate for local sponsorship
- Monitors competition by gathering current marketplace information
- Recommend changes in products, service, and policy by evaluating results and competitive developments
- Develop and negotiate sales proposals, sales contracts
- Resolve sponsor complaints by investigating problems; developing solutions; preparing reports; making recommendations to management
- Establish and maintain a positive business relationship with sponsors
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies
- Contributes to team effort
- Responsive to constructive coaching and feedback in the spirit of leading practices and continuous improvement

### **JOB SPECIFICATIONS:**

#### **Education**

- Bachelor Degree in Business Administration or Commerce or other related discipline or equivalent qualifications based on relevant education and work experience.

#### **Experience**

- Minimum 3 years experience as a sales representative with a proven track record
- Experience working in not-for-profit and/or sport sector would be an asset

#### **Knowledge and abilities:**

- Knowledge of all administrative aspects of sales
- Understands and can manage a profit centre.
- Demonstrate attention to detail and performing work with accuracy
- Excellent judgment and creative problem solving skills including negotiation and conflict resolution skills
- Entrepreneurial team player who can multitask
- Self reliant, good problem solver, results oriented
- Energetic, flexible, collaborative, and proactive
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, Curling Canada's Board of Governors, and staff

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- Ability to operate as an effective tactical as well as strategic thinker
- Respect and value the diversity of communities and individuals
- Positively represent Curling Canada with internal and external stakeholders
- Work in a manner that preserves confidentiality and seeks to mitigate unnecessary risk.
  
- Bilingualism (English and French) is an asset

### **Sales Skills:**

- Customer Service
- Meeting Sales Goals
- Closing Skills
- Territory Management
- Prospecting Skills
- Negotiation
- Self-Confidence
- Presentation Skills
- Client Relationships
- Motivated for Sales