

Design Build Remodeling Division
Local Sales Manager
Job Description
May 1, 2017

The Local Sales Manager will be responsible for managing the Portland and Lake Oswego Design Consultants (DCs) and the Design Associates (DAs). This person reports directly to, and works closely with, the VP Sales.

Two areas of primary focus: 1) achieving or surpassing annual sales goals and consistently growing Design Build Remodeling sales for this market; 2) inspiring and enhancing ongoing design creativity, innovation, and capability among the DCs and DAs.

The Local Sales Manager will also work closely with the Design Associate Coordinator and the VP Human Resources. The DA Coordinator assists in the recruitment, selection, training, technical standards, coaching, and workload coordination of the DAs across the company.

This is a fulltime salaried exempt position.

Primary Responsibilities

1. The primary functions of this position will be phased in over time under the direction of the VP Sales. They include, but are not limited to:
2. Managing the DCs to achieve or surpass the annual sales goals, per individual and for the group at large, and to achieve expected gross profit levels, as determined in conjunction with the VP Sales and the company President.
3. Working with the VP HR, the VP Sales, and the Design Associate Coordinator to recruit, interview, hire, and train DCs and DAs for the Portland / Lake Oswego market as needed.
4. Onboarding and training for new DCs in Portland and Lake Oswego in conjunction with the VP Sales.
5. Planning and providing regular one-on-one DC meetings, coaching, advising, conducting field ride-a-longs with feedback aimed to develop and improve sales and customer relations skills.
6. Providing weekly updates to DCs regarding: business development, policy changes, meeting announcements, etc.
7. Providing weekly "lead status" requests to determine which DCs are requesting leads for the current week.

8. Assigning incoming leads to DCs based on the DC's availability, skill requirements, and client compatibility.
9. Managing, preparing, and providing semi-monthly sales meetings, trainings, and/or roundtables following the semi-monthly Friday Meeting (staff meeting).
10. Preparing and providing additional sales trainings as needed.
11. Rotating attendance at 2-3 production Team Meetings per month to understand Team dynamics, workstyles, and personality interactions among the Project Managers, DCs, DAs, Carpenters, and others on the teams.
12. Holding DCs accountable for meeting Quarterly and Annual sales goals.
13. Joining the VP Sales in semi-annual DC performance reviews, and establishing sales and billings goals for the following year.
14. Working with the VP Sales in managing DC commission accounts and in determining monthly commission draw amounts per DC, to be adjusted quarterly or as needed.
15. Approving routine DC reimbursements for cell phone invoices, National Kitchen & Bath Association dues, credential fees, and exam fees.
16. Working with the VP Production to determine and adjust DC / PM team partnerships as needed and to maximize positive productivity on the production teams.
17. Developing changes to the annual DC Commission Policy, if any.
18. Contributing input to the VP Sales regarding sales incentives, contests, commission plans, etc.
19. Managing DCs to provide thorough and accurate weekly sales forecasts in the Projected Sales Report (PSR) within the CRM.
20. Approving contractual packages (Retainers, Additional Work Authorizations [AWAs], Project Contracts) in the CRM in a timely manner; work with the DCs when requirements are not being met.
21. Supporting the DCs to achieve high quality design standards through one-on-one design meetings, facilitating design roundtables and charrettes, providing opportunities for design learning and enhancement.

22. Motivating the DCs with public announcements and celebrations of sales and design victories, positive client feedback, and the winning of design awards.
23. Joining DCs at client appreciation functions.
24. Attending vendor product knowledge sessions as appropriate.
25. Participating with the VP Sales and the Marketing Director in developing public events to stimulate qualified lead development.
26. Managing DC staffing, logistics, and assignment of responsibilities with help from the Marketing Director for:
 - a. In Showroom Seminar events
 - b. In-house Job Tours
 - c. Home Shows
 - d. Public Home Tours
27. Working with the Marketing Director and VP Sales to develop relationships and partnerships with vendors and suppliers, and to incur their marketing support for lead generating activities.
28. Managing allocation of vendor provided "market training trips" for select DCs (and DAs as appropriate) as they becoming available.
29. Engaging in decisions regarding cabinet line representation, displays in the showrooms, etc.
30. Participating in decisions regarding Portland and Lake Oswego Showroom updating, featured products, etc.
31. Participating with the VP Sales and Marketing Director in decisions regarding DC-delivered public seminar content.
32. Advising DCs regarding project design, materials, and other elements.
33. Updating DCs on new design projects and innovations.
34. Developing additional avenues to elevate Neil Kelly DC experience and creativity.
35. Developing a system to share, train, and enforce NKBA design standards among all DCs.
36. Welcoming a transitional process into this full job scope and definition.

General Requirements

This position requires a minimum of 5 years of successful experience in the design and sales role in the residential remodeling field, with a minimum of 3 years of sales leadership experience in residential remodeling or a closely related field. A BA/MA in Architecture, Interior Architecture or Design, Construction Management, Business Management, or a combination is a strong plus.

This position requires consistently updated knowledge of residential design, materials, industry innovations, residential structure, general residential codes. This position requires a proven track record in residential design, sales to homeowners, and sales management.

This position requires strong interpersonal skills with clients, colleagues, and staff. A sense of humor is a must. Meeting facilitation, public speaking and written communication skills are also required. This position requires demonstrated ability to provide effective sales training, coaching, and to conduct effective sales meetings. This position requires being a team player; being self-accountable to achieve sales targets; having the ability to manage tracking of sales forecasting, profit margins, and staff goal achievement are required. Must be driven to “thrill clients” and motivate staff.

Credentials such as CKD, CBD, CKBD, CMKBD, CGR, CAPS, LEED AP or LEED Green AP are a plus. Award-winning and/or published remodeling projects are a plus.

This position requires working in our offices, traveling to client projects, and occasional work in other locations. Providing one’s own vehicle and valid driver’s license is required. Must be able to negotiate a variety of floor and ground surfaces and climb stairs. Minimal lifting requirements related to normal office work. All employees are expected to abide by Neil Kelly Company’s Safety Policy including our Drug-Free Workforce policy. As an extension of our commitment to people, planet, and profit – all three, Neil Kelly Company is a Benefit Corporation (State of Oregon) and is certified nationally through the B-Corp. Company employees are expected to support our efforts in that regard. It is expected that company employees will use the adopted philosophy as a guideline for making regular business decisions and participate in related activities as directed by management.

Each company employee is assigned to a Production Division workgroup team. These teams meet monthly for approximately 1 hour. Non-production employees participate by lending expertise and perspective to the Team’s project analysis. Learning of our production teams’ issues and questions helps to inform the work of non-production departments.