



INSIDE SALES MANAGER

JOB SUMMARY

The Inside Sales Manager leads and develops the inside sales team, ensuring alignment across sales reporting, planning, and operational execution. This role plays a critical part in driving revenue growth, enhancing team performance, and supporting strategic sales operations including compensation planning, CRM implementation, forecasting, and technology integration.

This role collaborates closely with the Canadian and U.S. Sales Management, Territory Managers, Customer Support, Marketing, and Business Development teams to ensure consistent and effective sales processes. The ideal candidate will bring strong leadership, sales analysis capability, and a proven track record in building high-performing teams within a B2B environment.

KNOWLEDGE AND SKILLS REQUIREMENTS

Leadership & Team Development

- Lead, manage, and mentor the Inside Sales and Sales Coordinator teams to meet and exceed sales and performance targets.
- Host weekly Sales Coordinator meetings to ensure alignment, communication, and consistent execution.
- Provide coaching and performance feedback, fostering a culture of accountability, collaboration, and growth.
- Develop and motivate teams through targeted training, career development, and support in driving organizational change.

Sales Strategy & Operations

- Oversee and consolidate weekly reporting from Territory Managers (TMs), Canadian Sales Manager, and U.S. Sales Manager.
- Support sales forecasting, pipeline analysis, and strategic planning to inform business direction and resource allocation.
- Assist in the development of sales compensation plans and performance metrics in partnership with Sales Operations leadership.
- Analyze sales data to drive insights and continuous improvement across programs and territories.
- Monitor all Sales Coordinator (SC) programs, including quote follow-up activity, CRM logging, and customer engagement effectiveness.
- Serve as the primary escalation point for Sales Coordinators and Territory Managers to ensure rapid resolution of issues.

Technology & Systems

- Lead implementation and adoption of CRM systems and other sales technologies to support data integrity, efficiency, and reporting.
- Act as the primary sales contact for Blackbird system updates and upgrades.
- Track and maintain sales-related data, ensuring accuracy in tools and alignment across teams.
- Evaluate and recommend new tools and technologies to enhance sales performance.

Cross-Functional Collaboration

- Partner with Marketing to align campaigns with sales strategies and outreach.
- Coordinate with Field Sales to optimize hand-offs and ensure superior customer satisfaction.
- Work collaboratively across departments to develop and implement scalable sales processes that align with business priorities.
- Inventory Management
- Work with Logistics on freight solutions to meet customers requirements
- Work with Design Team to ensure workorder accuracy and detail requirement processes
- Work with Production Team as needed to meet customer requirements on order completion dates
- Work with accounting on credits and customer credit limit issues
- Work with RGA team on product return processes.

QUALIFICATIONS:

- Bachelor's degree in Business, Sales, Marketing, or a related field.
- 5+ years of sales experience with at least 2 years in a leadership or management role.
- Proven track record in developing and motivating teams to achieve targets.
- Demonstrated ability to coach, mentor, and lead through change.
- Skilled in sales analysis, forecasting, and CRM utilization (e.g., Microsoft Dynamics).
- Experience in compensation planning and sales process development preferred.
- Strong communication, problem-solving, and organizational skills.
- Technically proficient and comfortable with systems implementation and reporting tools.
- Ability to thrive in a fast-paced, data-driven, and collaborative environment.

WORKING CONDITIONS:

- Office environment: occasional travel or extended hours may be required to support team or business needs.

COMPENSATION

- Salary starting at \$75,000 - 95,000 per year

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