

CAREERS IN CORRUGATED: SALES MANAGER

Executive summary:

Sales Managers are responsible for developing and monitoring sales initiatives for the corrugated manufacturer. They also are responsible for building and managing sales volume and product mix. The sales force reports to the Sales Manager, who usually is also responsible for the design areas and customer service.

“The most challenging part of the job is being a problem solver, staying in tune with the customers’ ever-changing needs, their demands and the demands they place on their suppliers.”

John Overbeck, Sales Manager, Los Angeles, CA box plant

Sales Manager responsibilities:

- Monitor sales volume and product mix
- Oversee management of positions and departments related to sales, design, customer service, scheduling and shipping
- Determine the profit level of corrugated products based on production capabilities
- Monitor market changes; determine necessary equipment, personnel, product mix and product inventory changes to adapt to market conditions
- Recruit, select and assist in training of new sales staff
- Educate, motivate and develop sales staff
- Oversee credit control; grant credit to customers
- Maintain customer contact on major accounts
- Prepare annual sales forecasts

Supervisory responsibilities:

- Directly supervise all sales representatives
- Train, assign and direct employees
- Evaluate performance; manage conflict resolution, motivate staff
- Address complaints; resolve internal/ external problems
- Provide needed documentation

Sales Manager skill sets:

- Excellent communication skills; able to speak effectively before groups
- Ability to calculate figures and amounts such as discounts, costs, profits, percentages, proportions and volumes
- Outstanding organizational skills
- Ability to apply common sense in carrying out instructions in written, verbal and diagram (graphic) form

- Multitasking; ability to solve various problems and deal with a variety of situations where little detail or standardization exists
- Ability to read, comprehend and interpret documents such as sales reports, operating instructions, and training and procedure manuals
- Ability to write reports, correspondence and emails clearly and effectively

Sales manager education/ experience:

- High school diploma or equivalent
- Five or more years of experience in the corrugated industry
- Five years of supervisory experience
- Ten years of sales experience

Preferred candidates have:

- Bachelor’s degree

Leadership skills required:

- Superior time management
- Teaching skills; ability to help others learn quickly and efficiently
- Crisis management; great emotional control

“The more creative you are, the more efficient you are at solving the problems and going on to the next challenge.”

Paul Mansour, Sales Manager, Addison, IL box plant