**Area sales manager job description**



**Job Description**

* Maintaining and increasing sales of your company's products
* Reaching the targets and goals set for your area
* Establishing, maintaining and expanding your customer base
* Servicing the needs of your existing customers
* Increasing business opportunities through various routes to market
* Setting sales targets for individual reps and your team as a whole
* [Recruiting and training sales staff](http://www.totaljobs.com/careers-advice/job-profile/sales-jobs/recruitment-co-ordinator-job-description)
* Allocating areas to [sales representatives](http://www.totaljobs.com/careers-advice/job-profile/sales-jobs/telesales-job-description)
* Developing sales strategies and setting targets
* Monitoring your team's performance and motivating them to reach targets
* Compiling and analysing sales figures
* Possibly dealing with some major customer accounts yourself
* Collecting customer feedback and market research
* Reporting to [senior managers](http://www.totaljobs.com/careers-advice/job-profile/sales-jobs/sales-director-job-description)
* Keeping up to date with products and competitors