**Marketing & sales manager**

**Job Description**

* Sales Manager Job Duties:
* Determines annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and results.
* Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
* Implements national sales programs by developing field sales action plans.
* Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
* Establishes and adjusts selling prices by monitoring costs, competition, and supply and demand.
* Completes national sales operational requirements by scheduling and assigning employees; following up on work results.
* Maintains national sales staff by recruiting, selecting, orienting, and training employees.
* Maintains national sales staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.
* Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.