

National Sales Manager Wholesale - Westcoast Seeds and Pinebush Home & Garden

Position Summary

The National Wholesale Sales Manager for West Coast Seeds and Pinebush Home & Garden will play a significant leadership role, focused on developing a long-term wholesale sales strategy for North America. This will include sales, profitability, market share, and customer satisfaction goals, as well as shorter-term sales and key account targets. Working with a team of company employed Sales Reps/Merchandisers as well as network of independent sales agents, the ideal candidate is a highly motivated sales management professional with proven success in distribution, the packaged seed or garden industry, or an agriculture-related field.

Our Companies

West Coast Seeds

West Coast Seeds believes, first and foremost, in the principles of organic growing and sustainable agriculture. Namely, we feel that food and all plants can be grown without the use of synthetic chemicals and that the seeds we supply are an important component within the broader approach to organic growing. We support growers as custodians of the land they grow on — however large or small — and through adopting organic growing techniques such as composting, companion planting, cover cropping and planting pollinator friendly plants, we help repair the world by nourishing the soil, and ourselves.

Founded in 1983, West Coast Seeds' purpose was to source and supply seeds of a higher quality than had been available to home gardeners and growers. Following the traditions of organic farming and gardening, the focus was on offering untreated seeds suitable for organic growing. Today we offer over 1,000 varieties of untreated, non-GMO, open pollinated and hybrid vegetable, herb, fruit and flower seeds, as well as a wide range of gardening supplies.

Pinebush Home & Garden

With its roots in the farm supply industry, Pinebush has evolved to become a national distributor of quality bird feeders, garden tools, and decor that have proven successful in backyards across the country. Pinebush products are available in hardware stores, farm supply centres, lawn and garden centres, gift stores, garden shops, nature stores and traditional general stores. Home gardening and backyard birding is attractive to both traditional homeowners (rural and urban) as well as a new generation of nature lovers. Both activities contribute to a sense of community and joyfulness and continue to attract new enthusiasts. Our focus of "Feeding the Birds with New Ideas" and "Gardening from the Ground Up" motivates us to work hard to design and offer fresh,

creative, colourful, and purposeful products that fill a gap in the standardized marketplace of backyard birding and gardening.

Responsibilities & Duties:

- Develop and execute short- and long-term sales strategy that align with the Corporate Strategic Vision and Goals of the Companies
- Develop and manage industry, key account, and buying-group relationships to effectively promote West Coast Seeds and Pinebush Home & Garden as the preferred source of seeds, bird feeders, and garden products
- Coordinate Sales strategy with other departments to ensure purchasing, production, marketing, and shipping are working together
- Prepare and manage monthly and annual regional sales forecasts that align with overall corporate goals as well as an annual financial and operating budget for the wholesale division. Set priorities to maximize new customer capture; growth of existing customers and controlling selling costs
- Review and develop relevant KPI metrics to monitor progress towards goals and ensure timely relevant feedback on performance. This could include new customer growth, same store sales; customer retention / satisfaction
- Provide strong leadership, training and direction to the sales team and the network of independent sales agents with coaching and regular performance feedback. Assess the most effective means to maximize success of the sales team through organizational set up, strong recruiting & training programs, and communication
- Ensure ongoing communication with general managers and customer service teams on market feedback for industry product trends, seed varieties and customer service matters
- Ensure clear communications with our wholesale customers and collaborate with marketing team to leverage marketing initiatives (including online)
- Manage overall trade show participation to maximize impact on sales and brand awareness while monitoring staffing and costs
- Resolve difficult customer situations when issues arise, including following up on collections of accounts as needed
- Monitor competitive landscape by gathering current marketplace information on products, pricing, delivery schedules, shipping fees, merchandising, and sales volume in order to plan our product offering and programs competitively
- Continue ongoing professional / industry knowledge development by attending workshops, establishing personal networks, and participating in the communities

Other:

Set standards of excellence and utmost integrity in all relationships

Ability to use sound judgement to balance short term and long term objectives

Have excellent organizational, communication and interpersonal skills

Ability to work independently and possess a high level of self motivation

Ability to travel in Canada and USA

Have or develop a genuine interest in the fields are gardening, farming, birds and nature and acquiring knowledge in these fields

Willingness to participate in community and charitable events related to our businesses

Proficiency in Microsoft office and willingness to learn company ERP systems to support the sales role.

Job Type: Full-time Salary, location preferably British Columbia or Ontario and includes some home office opportunities.