



Job Posting

Cedar Springs, MI
GreatLakesLandscapeSupply.com

Sales Director

Great Lakes Landscape Supply is a leading landscape supply company in Michigan, dedicated to providing high-quality landscaping materials and excellent customer service. We offer a wide range of products including mulch, soil, stone, plants, and other landscaping supplies to meet the needs of our

What You'll Do

As the Sales Director at Great Lakes Landscape Supply, you will be a pivotal member of our leadership team, responsible for driving sales strategy, managing sales teams, and expanding our customer base. Your role will involve overseeing the sales department, setting sales goals, and ensuring the team meets or exceeds targets. You will play a key role in developing and implementing sales strategies to achieve company objectives and foster long-term customer relationships.

Sales Strategy and Planning:

- Develop and implement strategic sales plans to achieve company sales targets and expand market share.
- Analyze market trends, customer needs, and competitor activities to identify opportunities for growth.
- Collaborate with senior management to set sales goals, objectives, and revenue targets.

Team Management:

- Lead, mentor, and motivate the sales team to achieve individual and collective sales goals.
- Provide coaching, training, and performance evaluations to sales staff.
- Recruit, hire, and onboard new sales personnel as needed.

Customer Relationship Management:

- Cultivate and maintain strong relationships with key customers, architects, contractors, and industry influencers.
- Oversee the resolution of customer concerns and issues in a timely and effective manner.
- Work closely with the sales team to identify customer needs and provide tailored solutions.

Sales Performance Monitoring:

- Monitor sales metrics, track progress against targets, and provide regular reports to the executive team.
- Implement sales analytics to evaluate sales performance and identify areas for improvement.
- Develop and implement strategies to address performance gaps and optimize sales processes.



Why Great Lakes?

Established in 2002, Great Lakes is a growing company headquartered in Cedar Springs, Michigan. We specialize in wholesale sales to the landscape trade. With 5 locations across Michigan, we grow, stock and direct ship plant and hardscape material including trees, shrubs, perennials, natural stone, concrete products, and more.

We are a successful company with a proven record for growth and expansion. With that comes the opportunity to advance. A motivated person can make GLLS a place to have a rewarding career. Come grow with us!



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Market Expansion:

- Identify and explore new business opportunities, partnerships, and markets to expand the company's footprint.
- Stay updated on industry trends, emerging technologies, and market changes to adapt sales strategies accordingly.

Budget and Resource Management:

- Develop and manage the sales department budget, ensuring efficient use of resources and cost-effective strategies.
- Allocate resources effectively to support sales initiatives and achieve desired outcomes.

Qualifications

- High School education or equivalent
- Previous horticulture experience
- Excellent interpersonal, presentation and relationship-building skills
- Strong ability to take initiative, coupled with leadership skills and the ability to take charge of a situation
- Strong sense of personal responsibility and reliability, with the desire to work as an integral member of a team
- Strong organizational skills with the ability to multitask
- Ability to effectively respond to and meet the needs of a diverse client base
- Computer skills: MS Office

Job Hours

Full-Time. **Pay based on experience.**

Ready to Join Our Team?

Choose how you would like to apply:

Online:

- Click the button below to access our application.
- Complete the application and email it (along with your resume and cover letter) to: **addi@greatlakeslandscapesupply.com.**

In Person:

- Stop into our main office at 15200 Cedar Springs Ave, Cedar Springs to complete an application.
- Be sure to bring a copy of your resume and cover letter.