



Sales Director - East

Wigwam Mills, Inc. is a long-standing leader in the US-based development and manufacturing of high-quality, performance socks. We work together as a team and know that our greatest asset is a loyal, well-informed employee. Founded in 1905 by the Chesebro family, Wigwam remains privately owned today. Come join our family-owned business, proudly located in Sheboygan, WI for over 110 years!

PRIMARY POSITION FUNCTION:

Direct the sales activities of Wigwam Mills, Inc. to ensure the efficient, profitable operation and coordination of all domestic sales operations in the Eastern U.S. Region in order to meet assigned objectives, consistent with corporate objectives.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Deliver an outstanding customer experience for Wigwam Mills' wholesale customers consistent with the company goals by providing leadership to the outside sales agencies within the assigned region.

- Consistent communication with the sales force via phone, fax, and email, assuring that all pertinent information is properly and readily disseminated.
- Travel with and train sales principals and associates in product knowledge, product presentation, objectives, policies, plans, and programs, in addition to calling on accounts with them.
- Direct the selection, recruitment, and development of effective sales agents.
- Lead the assigned region in achieving assigned goals. Provide continuous and annual performance reviews of each sales agency.
- Encourage ongoing professional development for the assigned teams and lead by example, demonstrating best practices in all aspects of performance.
- Administer the day-to-day sales activities of the sales agencies.
- Drive the efforts in expanding Wigwam's distribution opportunities within the assigned region.
- Actively call on key accounts and Buy Group headquarters as the primary face of the business and in support of assigned sales agents.
- Collaborate with President/CEO to establish pricing and programs that effectively position Wigwam products in the marketplace in order to maximize growth and brand positioning.
- Take an active part in planning and executing National Sales Meetings and Trade Shows.

- Collaborate in establishing annual sales goals and effectively manage operational and marketing budgets.

EDUCATION AND EXPERIENCE REQUIREMENTS:

REQUIREMENTS:

- Excellent verbal and written communication skills, including ability to effectively communicate with internal and external customers
- Excellent computer proficiency (MS Office – Word, Excel, and Outlook)
- Must be able to work under pressure and meet deadlines while maintaining a positive attitude and providing exemplary customer service.
- Ability to work independently and to carry out assignments to completion within parameters of instructions given, prescribed routines, and standard accepted practices.
- Proven track record of sales leadership and a solid understanding of retail metrics.
- Minimum of 5 years senior sales management.
- B.S./B.A. required.
- Ability to travel at least 50%

PREFERENCES:

- Master's Degree in Business Administration (MBA)

PHYSICAL REQUIREMENTS:

- Ability to work independently in a wide variety of locations.
- Must be able to lift and carry up to 50 lbs.
- Frequent overnight travel required.

WORK ENVIRONMENT:

- This position is a home office-based role with frequent remote travel required.