

Area Sales Manager Job Description

Duties and Responsibilities:

- Oversee the development of business plans and strategies by a sales department
- Analyze and survey sales territories to make proper adjustments where necessary
- Oversee the interviewing, hiring, and training of sales staff
- Ensure sales personnel adhere to company policies, rules, and regulation
- Assign sales territories and quota to sales units and representatives
- Develop and implement standards for productivity, customer-service, and quality of service
- Conduct sales forecast to determine company financial objectives and target market for a product/service
- Prepare and submit annual budgets to company executives for approval
- Visit existing and potential clients to offer products/services and to elaborate on product features
- Contact customers via cold calls, emails, and arranged meetings to secure sales deals and contract
- Build and maintain good working relationship with clients to create an atmosphere that fosters sales
- Monitor the performance of sales employees and provide the necessary guidance to improve efficiency
- Motivate and support sales teams to achieve set goals/targets
- Organize conference calls/meetings during which sales activities are discussed and appropriate decisions taken
- Present periodic reports to company directors on sales operations
- Analyze and interpret sales records and customer accounts
- Carry out research to identify new sales opportunities.

Area Sales Manager Requirements – Skills, Knowledge, and Abilities

- Education and Training: To become an area sales manager, you require a Bachelor's degree in business related disciplines such as economics, management, and accounting. Some employers may require a Master's degree. The Area sales manager job requires at least 1-5 years of experience in the field of sales usually as a [sales representative](#)
- Leadership Skill: Area sales managers are adept in managing the activities and performance of sales staff in order to achieve set goals
- Analytical Skill: Area sales managers are able to carry out analysis and interpretation of sales data
- Communication Skill: Area sales managers are well-versed in interacting with clients to offer them products/services and to address product issues.