

# BLK/OPL

## Commercial Sales Director

We are looking for a meticulous, detail-oriented Commercial Sales Director to be responsible for directing our sales within the mass retail channels Caribbean retailers and specialty beauty channels of BLK/OPL.

The Commercial Sales Director's responsibilities include developing strategic plans, preparing sales forecast in conjunction with the retailers, working with marketing on the promotional and marketing activities throughout the channels, and ensuring the growth achievement of the company's sales goals. Overall, the Commercial Sales Director manages the relationship with each retailer and looks for ways to increase the company's revenue and sales.

To be a successful Commercial Sales Director, you should be a natural leader and have the ability to inspire and motivate the retail network. You should have excellent communication skills and the ability to create and maintain relationships with current and potential channels/customers. You should be a team player and have the ability to work across all areas of the business. We are an entrepreneurial company with the opportunity to expand your career as the company achieves new goals and growth objectives. Our customer focus is women of color globally. Our beauty and skin care products are sold in the US through major mass retailers, specialty beauty retailers in addition to Caribbean retailers in 12 countries.

### **Commercial Sales Director Responsibilities:**

- Devise and implement new business initiatives, sales strategies and monitor their effectiveness.
- Oversee the company's sales growth by evaluating sales reports and capitalizing on products or services.
- Utilize retail data to forecast sales, set channel/store performance goals, review strategies designed to increase revenue among mass retailers, Caribbean retailers, and specialty beauty retailers.
- Execute a plan that meets our revenue growth targets and promotes growth in all channels of the business by increasing door count of existing retailers, increase revenue per store, new product additions, and new channel expansion.

- Work with all Retailers to increase our digital presence on their sites.
- Work with Marketing to increase and promote digital sales on company's web site. and in-store promotions.
- Present quarterly and annual sales results to the board.
- Increase the efficiency of business procedures by working with operational and sourcing departments.
- Present the company's products and services at conferences and events.
- Monitor the sales activities of competitors and present appropriate ideas to increase sales.

### **Commercial Sales Director Requirements:**

- A Bachelor's degree in Marketing, Business Administration, or related field.
- Successful previous experience as a sales manager consistently meeting or exceeding targets.
- 5 or more years' experience in sales and management.
- The willingness to undergo training to become familiar with the company's products and services.
- Strong leadership, managerial, and organizational skills.
- Good communication, presentation, interpersonal, and customer service skills.
- The ability to create and maintain good relationships with customers.
- Strong business sense and industry expertise.
- Strong negotiating and sales skills.
- Good data analytical skills to evaluate and make recommendations for growth strategy. Prior experience using retail portals is a plus.

Send Resume and Cover Letter to: [jking@blackopalbeauty.com](mailto:jking@blackopalbeauty.com)