



## Job Description

**Job Description:** Sales Manager (full-time)

**Reports to:** VP Sales

**Location:** Charlotte, NC (or remote)

**Salary:** Available on request (based on experience)

**Benefits:** Medical (UHC), Dental & Vision, Basic Life Insurance, 401k with Employer Matched Contributions, Cell Phone Stipend

**Overview:** The Good Book Company is seeking a Sales Manager to generate new business, manage key customer accounts, deliver sales goals, and represent TGBC at conferences and events. This key role will directly support our mission to serve the church with biblical, relevant and accessible books and resources, and will include the following responsibilities:

### Responsibilities:

#### New Sales Development

- Seek out and develop new sales channels and customers
- Initiate calls or face to face visits with existing and prospective customers
- Report regularly on progress, and make recommendations about where to focus the department's efforts for the best results

#### Key Account Management

- Maintain and grow key accounts through personal contact, visits, and regular sales presentations
- Coordinate communication with Customer Service regarding interaction with key accounts
- Develop promotions and special offers with key accounts to drive sales

#### Sales Rep Support

- Act as a contact for Noble Marketing group (our independent bookstore repping group)
- Coordinate the creation of all sales materials for Noble, and provide relevant training to the Customer Service team who will be interacting with Bookstores when they place orders
- Take responsibility for growing and evolving sales to independent bookstores

#### Church and Ministry Development

- Drive direct sales to large churches, ministries and denominations.
- Identify appropriate contacts and build positive working relationships with them.
- Develop specific and appropriate messaging and special deals.

#### Conferences and Events

- Attend and oversee sales at approximately twelve conferences throughout the year
- Optimize the ongoing execution of conferences and events to ensure maximum impact
- Analyze profitability of events to assess the value of future attendance

### Skills

- Highly motivated self-starter with good organizational skills
- Excellent communication skills and ability to connect with customers and gatekeepers
- Proven presentation skills
- Ability to take initiative and a desire to grow with a rapidly expanding publisher
- Strong communication and people skills, strong teamwork ethic

- Experience with identifying and pursuing new sales opportunities
- Constantly seeking to learn and improve
- Must be physically capable of the work involved in setting up and managing a conference bookstore

**Character and Experience**

- Sympathy with The Good Book Company's aims and values (find out more at [thegoodbook.com/about](http://thegoodbook.com/about))
- A committed Christian with an understanding and appreciation of Reformed theology and a thorough understanding of the pressures and priorities of the Christian church
- Sales experience, preferably in an evangelical publishing environment
- Willingness to travel on a regular basis
- Bachelor's degree

To apply, please send your résumé along with a cover letter to [careers@thegoodbook.com](mailto:careers@thegoodbook.com), explaining why you would like to join The Good Book Company and why you might be the person we are looking for.