



Sales Manager

Salary Answers

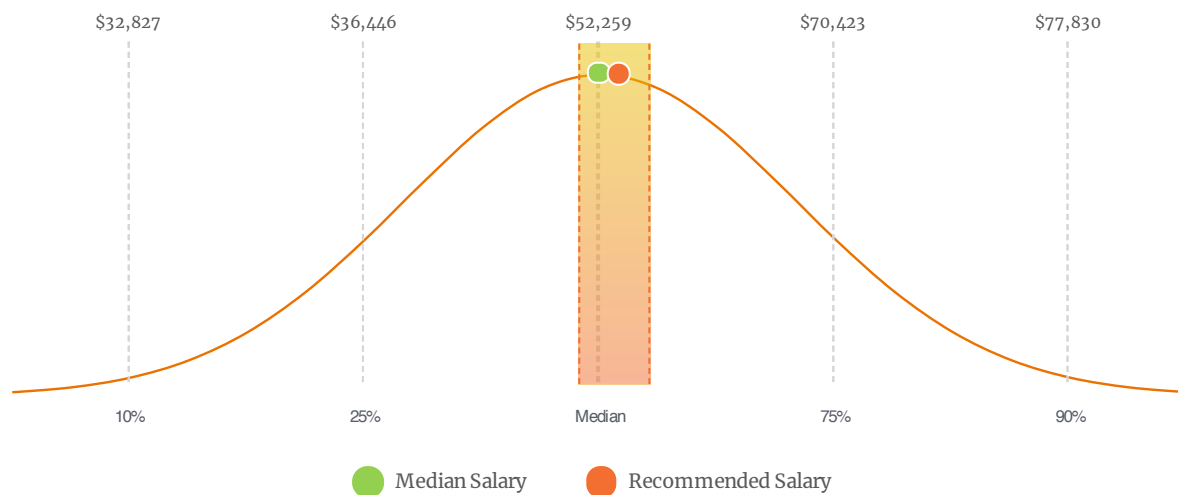
Report Parameters:

Metro Area:	Des Moines-West Des Moines, IA	Education:	Bachelor's Degree
Experience:	4 - 6 years	Number of Employees:	50 - 99
Annual Revenue Range:	\$50M - \$200M	Industry:	Fluid Power Pump and Motor Manufacturing

Key Insights



Sales Manager Recommended Salary



Source: LaborIQ proprietary ATILA® Technology

Recommended Salary Range: \$50,960 - \$56,324

The median salary for the "Sales Manager" job title in Des Moines-West Des Moines, IA is \$52,259. Based on the criteria selected with 4 - 6 years experience and Bachelor's Degree, the recommended salary is between \$50,960 and \$56,324.

Talent availability for the "Sales Manager" job title, matching your criteria in Des Moines-West Des Moines, IA is in significant short supply. Consider boomerang employees or recruiting from other metro areas to fill vacancies in this role. Non-traditional benefits may help attract talent, if your budget is below the recommended salary range.

Why It Matters

The median salary for the "Sales Manager" job title has increased by 10.0% compared with the same time last year. Based on the criteria selected, you can expect to pay 3.0% more than the current median salary. Expect salaries to remain steady through the next four quarters.

It is currently a job candidate's market and will remain that way even as talent supply will remain steady through the next 4 quarters.

Skills & Job Responsibilities

Job Responsibilities

Design and implement a strategic business plan that expands company's customer base and ensure it's strong presence.

Achieve growth and hit sales targets by successfully managing the sales team.

Own recruiting, objectives setting, coaching and performance monitoring of sales representatives.

Present sales, revenue and expenses reports and realistic forecasts to the management team.

Identify emerging markets and market shifts while being fully aware of new products and competition status.

Working alongside the team to draw up strategies to increase customer base.

Conducting market research and sharing findings with the team.

Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs.

Review operational records and reports to project sales and determine profitability.

Determine price schedules and discount rates.

Prepare budgets and approve budget expenditures.

Monitor customer preferences to determine focus of sales efforts.

Direct and coordinate activities involving sales of manufactured products, services, commodities, real estate or other subjects of sale.

Resolve customer complaints regarding sales and service.

Confer with potential customers regarding equipment needs and advise customers on types of equipment to purchase.

Hard Skills

Customer Satisfaction Market Share Customer Experience E-Commerce Sales Management Profit Margins
Gross Profit Sales Training Excel IT Sales Sales Process Planning Retail Management
Brand Awareness Customer Retention

Soft Skills

Persuasion Active Listening Speaking Negotiation Coordination Critical Thinking Social Perceptiveness
Service Orientation Reading Comprehension Judgment and Decision Making Monitoring Active Learning
Management of Personnel Resources Complex Problem Solving Writing