



TITLE: Regional Sales Manager,

REPORTS TO: Sr RSM

FLSA: Exempt

LOCATION: Atlanta, GA

OVERVIEW: This position is responsible for executing the Sales Strategy on behalf of the International Cosmetics & Perfumes (ICP) brands – with the current focus on The House of Creed. This person will serve as an ambassador for their assigned region and plays a key role in coaching and developing the in-store sales team in the “Customer Experience” while championing sales goals and effectively representing ICP. This role will also promote and maintain the intrinsic company culture that fosters the firm’s core values of: Transparency, Recognition, Accountability, and Communication.

CORE RESPONSIBILITIES:

Works with Regional Management Team to execute sales strategy of the company and brands, including but not limited to:

- Partners with In-Store Sales Teams, Product Specialists (PS), Temps, Vendors, Store and Regional Partner Management to determine training needs and priorities within region that are tied to the company’s initiatives and brand framework
- Executes strategy to provide coaching and training to increase skill level of Product Specialists (PS), Temporary Sales Associates, and Store Associates, with a focus on building replenishment business and driving top line sales
- Champions the “Customer Experience” and coaches Product Specialists accordingly with a strong emphasis on ICP’s preferred “ask-don’t-tell” approach
- Conducts in-store training sessions utilizing product knowledge, fragrance expertise, productivity measures and best practices to enhance selling skills and increase relevant business acumen of Sales Force
- Reinforces use of company tools and collateral to develop skills of the Sales Associate (SA), PS and Temps while visiting stores
- Partners with retail Regional Directors, District Managers, and Store Management, to audit stock levels and the effectiveness of program implementation, application, and impact of sales training programs; reinforces best practices which drive results
- Partners with NYC Office to facilitate and effectively execute approved corporate, pocket event strategies, personal appearances (PA), and trend shows, which all create excitement and interest in ICP products
- Partners with Retail Marketing and Store Managers to market in-store events in the local community leveraging existing client base and inviting new customers
- Effectively executes operational functions on a timely basis including ordering collateral, providing return authorizations, submitting expense reports, Retail Action Plans, and Budget planning
- Uses critical thinking and provides feedback to Company to improve efficiencies in process and execution in the field
- Embodies the firm’s vision to inspire our clients through beauty innovations and the narrative of luxury while championing company practices and culture
- Seeks to promote and cultivate the company and brand awareness with external partners

BASIC REQUIREMENTS

- Bachelor's Degree in business field preferred
- Relevant sales experience (7-10) within the beauty or fragrance industry, with a preference for a background in the luxury sector
- Demonstrated proficiency in delivering excellent customer service and profitable clienteling
- Strong leadership qualities, including the ability to manage, motivate, and coach a team of salespeople – this requires a proven track record of successful coaching using open-ending asking, as opposed to a 'tell' approach.
- Excellent written and verbal communication skills, including listening skills
- Technically savvy, specifically MS PowerPoint, Word, Excel, & Outlook proficiency
- Innovative thinker with a best practices approach to understanding business, including the ability to analyze the business and identify new functional growth opportunities
- Strong relationship building / interpersonal skills and skilled in negotiations
- Well-organized resulting in the ability to prioritize and manage multiple tasks simultaneously
- Initiative taker who excels in collaborative work and thinking, and holds themselves accountable for meeting deadlines and deliverables
- Physical ability to move about in store, kneeling, stooping, using stairs, carrying, bending, stretching, twisting and lifting up to 25 pounds
- Comfortable traveling, including airplane travel, driving, and other modes of transport as necessary and fiscally responsible
- Ability to work in an entrepreneurial, fast-paced environment while being adaptable to change
- Comfortable working with a small team and willing to take on new challenges/opportunities as they arise

Compensation includes competitive salary, benefits such as medical/dental/vision care, PTO schedule, bonus, and 401K plan & match

ICP Diversity Commitment

As an inherently multicultural company, we are dedicated to a diverse and inclusive workplace. It's at the heart of who we are.

ICP is an Equal Opportunity Employer. All applicants are considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.