



Job Description

POSITION: Commercial Sales Manager

REPORTS TO: Store Manager

STATUS: Full-Time/Salaried Position

JOB OVERVIEW:

The Commercial Sales Manager is committed to achieving RONA's goals for Commercial Sales and Standards, by developing professional relationships with our commercial customers to foster customer loyalty and growth commercial account sales. The Commercial Sales Manager will develop strong relationships with store departments and positions that support commercial clients to maintain high level of unity and customer service as well as sharing MOD duties.

QUALIFICATIONS:

The successful candidate will possess;

- Positive attitude and proven ability to provide exceptional customer service
- Flexible availability based on store needs (including evenings and weekends)
- Exemplary listening, communication & interpersonal skills
- Leadership capabilities. Proven ability and commitment to managing the performance of others; able to motivate, empower, train, and coach others to a higher level of success and accountability
- Effective time management and problem solving skills; monitors progress and adjusts for concerns
- Proficient computer skills and basic math skills
- A high sense of urgency and drive; able to set priorities and deliver results within deadlines and ability to remain calm in stressful situations
- Ability to perform work duties that involve stretching, bending, lifting, and carrying medium to heavy products
- The overall knowledge of the business' strategic position in their market. Extensive knowledge of the building construction industry; trends, products, application techniques, & projects an asset. Understands financing options available to commercial customers
- Retail management and sales experience in the Hardware and Renovation industry (preferred)
- Knowledge of RONA Store Operation Standards (preferred)
- First-aid certification (preferred)

RESPONSIBILITIES:

The successful candidate will be able to;

Service

- Demonstrate and encourage RONA values by considering them in every store decision made and by ensuring team members are encouraged to do the same
- Encourage team members to provide excellent customer service to all RONA commercial and retail customers ensuring that they have a superior shopping experience; promote and utilize RONA's Service Initiatives by leading by example and empowering team members
- Respond to customer concerns in an appropriate manner to ensure customer satisfaction
- Build the commercial customer base and sales by establishing sales programs and promotional activities. Attend local business building association's meetings as required as well as applicable trade shows, conventions, and other events

Created: June 2010

Job Descriptions are a general list of tasks and responsibilities associated with the position and do not always represent the total duties of the role. We encourage all Managers to strive to strengthen these competencies for one's career development at RONA.

Training and Development – Staff Development and Coaching

- Participate in regular professional development and training – including computer assisted training
- Provide opportunity for training. Oversee and/or set up formal/informal vendor training and follow up with Team Leaders on RONA training programs
- Develop each team member to maximize individual and team contribution. Includes training, motivating, and coaching. Sets clear expectations for performance results
- Provide regular feedback and coaching as well as corrective feedback and discipline when necessary
- Educate team members on the Commercial Sales department and benefits of a commercial account to the customer and the business; encourage and reward team members for referring contractors to commercial sales

Labour Budget Control and Scheduling

- Effectively anticipate and schedule department needs within department's labour budget
- Ensure appropriate staffing within department considering peak demands, promotional events, and wage expenses
- Work together with Management team to maximize profitability; work within budgets and control expenses through close monitoring of labour, inventory management, overhead and other store expense

Forecast Store's Needs and Recruitment

- Oversee and maintains RONA's Store Operation Standards and Initiatives. Communicate store needs and priorities to floor and Commercial staff and plans for implementation and action; follows up as necessary
- Work together with management to determine hiring needs, recruit and hire new team members when necessary
- React to any events that may affect the department by providing solutions and corrective actions
- Regular attendance at scheduled meetings (Commercial Sales department conference calls, Management and Team Leader meetings, Store meetings, Shrink and Department Walks)
- Participate in store committees (Customer Service Committee, Joint Health and Safety Committee, Social Club)
- Conduct department walks with Team Leaders to encourage communication and discuss any issues, changes or future plans
- Perform MOD duties including directing store operations in the Store Manager's absence; opening or closing the store, closing down computer systems, locking and shutting down the building

Market Trends and Planning

- Monitor daily, weekly, and monthly sales results; compares to annual budget and adjusts sales goals and focuses accordingly
- Ensure the profitability of the department by developing controls surrounding margin, shipping costs, etc.
- Develop annual sales budgets and business plans to be submitted to Store Manager for approval
- Review the Blueprint weekly and implements actions as directed by Home Office

Inventory Management and Merchandising

- Maintain current market trend knowledge and knowledge of competitor strategies; utilizes these to develop creative marketing approaches
- Work with Order Team to ensures product availability to control departments' inventory levels effectively
- Follow up on Stock-out and inventory control for departments. Shrink conscious and works diligently to reduce loss
- Monitor commodity pricing and works with Order Team to effectively manage inventory levels
- Attend corporate functions and networking events to generate new business; participates in 'cold calls'

Health and Safety

- Follow all RONA policies and procedures as outlined in the Employee Handbook, National Health and Safety Guide, Code of Conduct, and any other corporate communication
- Ensure safe work practices are adhered to by all team members and that safety training and personal protective equipment are available to all team members

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CORE COMPETENCIES:

Rona's Values

Service
Unity
Respect
Search for the Common Good
Sense of Responsibility

Leadership Competencies

Managing Vision and Purpose
Emotional Intelligence
Ethical Leadership
Managerial Courage (Candid Communicator; Results Orientated)
Inspiring and Developing Effective Teams
Decision Making; Planning and Accountability

Operational Competencies

Financial Acumen
Marketing
Merchandising
Inventory Management
Shrink
Customer Service
Business Development and Strategic Awareness
Sustainability Orientated
Health and Safety
Planning

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