



Job description

Sales Director – West Canadian

WHO WE ARE

Ever since the start of Coffrets Prestige in 2009, the company has known incredible growth due to its innovative concept and its participative managing style based on teamwork. In 2021, we started our expansion in western Canada, launched a new brand (Giftjoy.ca) and acquired a new company (Vlpass). Things are moving fast, and the future is looking bright!

The vision is clear: Become the leader of the gift experience industry in America. As we pursue our projects beyond the province of Quebec, we are looking to add a Sales Director to the team.

If you are passionate about business development and you share our values of teamwork, courage and agility, we have a place for you!

CHALLENGES TO BE MET

Reporting to the President, the Sales Director will have the following responsibilities:

- Building business relations with potential clients, distribution networks and develop other potential partnerships.
- Managing a team that includes 2 Partnership Acquisition Specialist (team to be built)

Challenges to be met:

- Develop and implement strategies to build relationships with distributor partners and ensure the maintenance of existing partnerships.
- Explore and generate new businesses through alternative distribution channels.
- Oversee in store demo plans and budgets to ensure successful executions in accordance with brand standards.
- Collaborate with the president on product development (GiftJoy), make improvements to drive growth.
- Collaborate with the marketing agency to ensure alignment on product messaging and positioning.
- Participate actively in monthly, quarterly & yearly performance meetings & ensuring that goals are 100% logged-in on time, updated, tracked & evaluated.
- Analyze market trends to make recommendations for our product or new services.
- Represent the values and image of Coffrets Prestige.
- Guarantee the quality of the different partnerships signed.
- Attend networking events, fairs and expos, *if applicable*.

NECESSARY SKILLS

- Entrepreneurial mindset with a passion for identifying and pursuing new opportunities.
- Having a background in sales and business development.
- Excellent communication and interpersonal skills, with the ability to build relationships with clients.
- Demonstrated ability to work independently and collaboratively to achieve business goals.
- Autonomous, organized, and resourceful.
- Strong analytical and problem-solving skills.
- Motivated by challenges and reaching your objectives.
- Knowledge of the tourism market in your region is an asset.
- Willingness to travel as needed to meet with clients and attend industry events.

If you are interested, send us your CV by August 9th and we will contact you as soon as possible.