

This Territory Manager job description template includes key Territory Manager duties and responsibilities. You can post this template on job boards to attract prospect applicants.

Job Brief:

We are looking for a Territory Manager to help us increase our sales revenues and maintain customer relationships within an assigned geographical area.

In this role, we seek outstanding organizational and sales skills. We expect you to be an excellent communicator who understands customer needs. If you are also goal-driven and analytical, we'd like to meet you.

Ultimately, you will ensure our clients are happy and search for ways to grow our sales.

Responsibilities:

- Devise effective territory sales and marketing strategies
- Analyze data to find the most efficient sales methods
- Meet with customers to address concerns and provide solutions
- Discover sales opportunities through consumer research
- Present products and services to prospective customers
- Participate in industry or promotional events (e.g. trade shows) to cultivate customer relationships
- Conduct training in sales techniques and company product attributes
- Assess sales performance according to KPIs
- Monitor competition within assigned region
- Prepare and submit reports to the Sales Director

Requirements:

- Proven experience as a Territory Manager
- Proven track record of increasing sales and revenue; field sales experience is preferred
- Ability to develop sales strategies and use performance KPIs
- Proficient in MS Office; familiarity with Salesforce is a plus
- Excellent communication skills
- Organizational and leadership ability
- Problem-solving aptitude
- BSc/BA in Business, Marketing or a related field