



Director of Sales

G&G Brands is a family-run and proudly Canadian golf and lifestyle wholesale supplier located in Langley, British Columbia. We have been operating for over three decades and adapting to new trends in the industry while maintaining our core values of quality, teamwork, and innovation. We operate with a “Work hard, play hard” mindset, and our building full of flying paperwork, a whirring reach truck, a pinball machine, and a sports simulator exemplifies exactly that.

Work hard, play hard, and take a load off with the occasional afternoon beer, on us!

For a tour of our space, click here: [Work Hard, Play Hard](#)

About You:

First and foremost, you are a driven individual who thrives in a leadership role. You know the ins and outs of selling, advertising, and above all, managing sales operations.

You are passionate about leading and mentoring your sales teams to provide the necessary support to develop professionally and achieve set objectives. You are sales-oriented and love numbers (especially watching them grow) and are not afraid to push the limits in search of new opportunities.

You have previous experience in sales management and/or operations and are comfortable setting strategic sales goals and determining short and long-term tactics to maximize market share in each division.

Along with supporting your team of independent sales representatives, you are comfortable leading sales presentations with National Account retailers, such as Golf Town, Sport Check and Sporting Life.

You will be based out of G&G Headquarters in Langley, BC, while understanding this role will involve travel across Canada and the United States for events and tradeshows throughout the year.



Your Responsibilities:

- Manage all aspects of sales operations, including day-to day-communication, weekly performance reporting, meeting preparation, meeting execution, meeting follow-up and overall growth strategies
- Recruit, train, coach and evaluate members of the sales teams and department
- Plan, organize and supervise the work of the sales teams to achieve the objectives set by management
- Provide tools and continuous training to ensure the professional growth and performance of sales department
- Facilitate and lead national sales meetings
- Facilitate and lead seasonal appointment planning, preparation, execution, and follow-up with both sales teams and national accounts
- Facilitate and distribute weekly, monthly, quarterly, and yearly selling reports with actionable insights
- Manage and allocate the budget of the sales department
- Responsible for achieving revenue growth, market share and customer value objectives
- Establish and update sales department processes and procedures to improve department efficiency
- Analyze and monitor results and take corrective action, when necessary
- Negotiate set contracts directly with partners
- Continuously monitor market trends and competition
- Serve as a brand ambassador, product expert, and help to promote G&G's core values

Your Qualifications:

- Minimum 5 years of working experience as Sales Manager (B2B preferred)
- Bachelor's degree, preferred
- Proficient in Microsoft Office (specifically Outlook, Excel & PowerPoint)
- A winning attitude with proven track record of past performance, successes, and achievements
- Exceptional oral, written, and interpersonal skills with commanding delivery
- Ability to manage multiple projects, deadlines, and priorities in a fast-paced environment
- Team Management and positive leadership
- Good capacity in decision making and delegating
- Excellent interpersonal skills
- Ability to adapt to different environments
- Ability to prospect, negotiate and close
- Valid BC Driver's License
- Ability to travel within Canada and into the US when required with valid passport



About Us:

Based in Langley, BC, G&G Brands is a leading Canadian wholesale supplier of lifestyle and sporting goods, specializing in the golf and corporate promotional industries. Since Gord German founded the business in 1991, it has continued to evolve and to this day remains proudly family-owned with daily operations being carried out by Brad and Jessica German. G&G offers over twenty top quality brands, three national sales forces and a best-in-class customer service team to support over 1000 active accounts across Canada. In its 33rd year of business, G&G continues to share its collaborative formula for success with its current and prospective customers, suppliers, and employees alike.

To learn more, please visit our website: www.gandg.ca

Why Work Here:

- 3 weeks vacation
- Extended medical plan (available after 3 months)
- Group RRSP-match program (available after 1 year)
- Employee discount on all the brands we sell
- Team building activities & amenity room featuring arcade games, ping pong table & golf simulator
- In-house gym, fully equipped with a treadmill, rowing machine, weights, & Peloton bike

Job Type: Full-time, In office, Permanent.

Submit applications to: Jessica German jessica@gandg.ca