

# POSITION DESCRIPTION

**POSITION TITLE:** Regional Sales VP- Wal\*Mart

**DEPARTMENT:** Sales

**CLASSIFICATION:** Exempt

**APPROVED BY:** VP HR

## POSITION PURPOSE

Responsible for all sales operations, related administrative services, and support functions for Wal\*Mart and Sam's Club. Manages, directs, and coordinates all account activities including sales, service, special events, and warehouse functions. Ensures that Wal\*Mart Team members are efficient and effective.

## ESSENTIAL FUNCTIONS AND BASIC DUTIES

1. **Assumes responsibility for the planning, development, and implementation of effective Company sales and marketing programs for Wal\*Mart and Sam's Club.**
  - a. Assists Senior Management with long and short run strategic planning.
  - b. Oversees strategic planning for Wal\*Mart and Sam's Club. Ensures that plans complement and support established Company-wide goals.
  - c. Develops and implements sales promotions, operational plans, policies, and goals which further strategic objectives.
  - d. Forecasts both long and short term profit and volume growth, sales by unit, expenses, and capital expenditures.
  - e. Establishes and implements programs to meet merchandising, and productivity goals.
2. **Assumes responsibility for the effective performance of brands at Wal\*Mart and Sam's Club.**
  - a. Conducts formal reviews of sales and marketing activities. Corrects variances in performances.
  - b. Prepares sales budget goals.
  - c. Ensures that Wal\*Mart and Sam's Club are serviced and merchandised in accordance with Company standards.
  - d. Develops and oversees implementation of package, price, and marketing requirements.
  - e. Maintains the integrity of all pricing and marketing programs.
  - f. Keeps informed regarding Wal\*Mart's and Sam's Club competitive position and competitors' actions.

- g. Oversees collections activities and resolution of all delinquent payments.
3. **Assumes responsibility for the effective administration of the Wal\*Mart Team.**
- a. Ensures that administrative, warehouse, and related support activities are efficient and well coordinated with sales functions.
  - b. Develops Wal\*Mart and Sam's Club operating budgets. Manages and oversees expenses. Pursues cost-saving measures and monitors usage of equipment and supplies.
  - c. Keeps Senior Management informed of activities and progress toward established objectives. Coordinates with management and with other sales areas to ensure consistency in promotional activities.
  - d. Establishes effective reporting and communication with the Wal\*mart Team to ensure that they are appropriately informed of expectations, policies, and programs.
  - e. Completes required reports and related documents promptly and accurately. Ensures the accuracy of all reports and accounting records.
4. **Effectively supervises Wal\*Mart Team, ensuring optimal performance.**
- a. Provides leadership to Wal\*Mart Team personnel through effective objective setting, delegation, and communication.
  - b. Ensures that personnel are well-trained, effective, and optimally used.
  - c. Conducts performance appraisals as required. Formulates and implements corrective actions as needed.
  - d. Fills vacant positions as promptly as possible.
  - e. Ensures that all personnel understand and follow their current job descriptions.
5. **Assumes responsibility for establishing and maintaining good business relations with all levels of management at Wal\*Mart and Sam's Club**
- a. Contacts Wal\*Mart and Sam's Club regularly. Maintains professional relations with all levels of management. Keeps records of all meetings.
  - b. Responds to customer requests and resolves problems. Follows up on all notices for action.
  - c. Ensures that customers are informed of Company policies and promotions.
  - d. Ensures that the Company's quality reputation is maintained.
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## PERFORMANCE MEASUREMENTS

- 1. Sales and profit goals are met or exceeded. Expenses are controlled and well-managed.
- 2. Sales forecasts, plans, and programs are appropriate and effective. Sales objectives are executed in accordance with approved policies.

3. Good business relationships exist with Wal\*Mart and Sam's Club and their needs are properly anticipated and satisfied.
  4. Wal\*Mart Team members are well-trained, efficient, and effective.
  5. Management is appropriately informed of Wal\*Mart and Sam's Clubs activities and significant problems. Useful, current feedback regarding merchandising, product assortment, personnel changes, and competitive conditions is provided.
  6. Required records and reports are accurate and timely.
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## **QUALIFICATIONS**

**EDUCATION/CERTIFICATION:** Four Year College Degree

**REQUIRED KNOWLEDGE:** Familiarity with Company sales and merchandising standards, policies and procedures, and competitive position.  
Knowledge of Wal\*Mart and Sam's Club businesses

**EXPERIENCE REQUIRED:** Minimum of five years of experience calling on or managing Wal\*Mart and Sam's Club

**SKILLS/ABILITIES:** Strong interpersonal, networking, and public relations skills.  
Excellent sales abilities.  
Good organizational and problem-solving skills.  
Excellent supervisory and leadership abilities.