



LUCE FARM
WELLNESS™

SALES MANAGER

SUMMARY

The Sales Manager will grow sales and margin of retail and ingredients sales of our plant-derived botanical wellness products featuring CBD. They will help the Sales Manager engage and grow our customer base throughout the Northeast, open new accounts, grow order volume and frequency, and drive revenue.

Reporting to the Director of Marketing and Sales, the manager will help develop overall sales strategy, programs, and systems to take the company to next level. They will help foster a values-led culture of forward-thinking and planning to stay ahead of anticipated business growth and contribute to building a company culture founded on caring for the earth, people, collaboration, and integrity.

Although we are a fairly new company, sales are well established in Vermont. This is a tremendous opportunity to build business throughout the rest of the Northeast including New York, with initial focus on Massachusetts and the Boston area.

The Manager will oversee, mentor, and support the professional development of a growing sales team.

RESPONSIBILITIES

Management and Oversight

1. Help develop short and long-range sales plans
2. Help develop technology and resources to support sales growth and customer acquisition
3. Recruit and retain high performing team members as the company grows
4. Effectively manage direct reports by providing guidance, support, development and feedback to engender mutual respect and drive results
5. Collaborate effectively with internal and external partners to leverage and strengthen relationships and resources
6. Present monthly reports regarding the ROI and product profile profitability of all products and sales programs
7. Help build a company culture marked by transparent, authentic and trusting relationships

Sales

1. Directly sell into retailers
2. Help director and team members develop and implement strategies that grow customer base, sales and margin, and are aligned with the company mission
3. Drive sales on existing and new products through all wholesale and distributor channels, with most of their personally-directed focus on independents and higher-end chains across multiple segments. Deliver results that match or exceed the revenue numbers in the 3 year plan, both individually and through the sales team
4. Guide sales team in scouting, targeting and closing new business within the Northeast
5. Provide hands-on support for addressing retail/ingredient customer concerns

6. Attend trade shows and staff LFW booth as necessary
7. Help identify and create new opportunities within a crowded market by collecting and sharing actionable insights, such as inventory gaps, competitive risks and growth opportunities
8. Stay abreast of sales strategies of all major competitors
9. Establish goals and metrics to improve department productivity, revenue growth, margin, and customer acquisition, conversion and retention

Marketing

Contribute to development and implementation of the following marketing initiatives:

- Customer retention strategies to drive engagement and repeat purchases
- Innovative promotional strategies to meet and exceed seasonal and annual revenue goals
- Value-add educational content to engage and support the customer

QUALIFICATIONS

Education and Experience

- Minimum of 5 years managing sales functions and people as described above in entrepreneurial, values-based businesses ranging from early-stage to growth to mid-stage and beyond, with proven results in key areas of responsibility
- Proven success growing sales and margin of wholesale accounts in a consumer products business, with experience in scouting, targeting and acquiring new business
- Proven success placing existing, adjacent and new brands in a variety of retail channels and subchannels (food, health and beauty; yoga and other healing practices; outdoor stores, etc), including independents and small, high-end chains.
- Minimum 3 years leading a team, including work prioritization, mentoring, coaching, and performance management
- Experience negotiating and managing account relationships in a B2B environment
- Understanding of brand management and best practices in a retail environment
- BS/BA in Business or a relevant field preferred
- Knowledge and/or experience with wellness and lifestyle brands
- Hemp-derived wellness products business experience a plus

Skills and Attributes

- Demonstrated ability to work in a fast-paced, entrepreneurial, and collaborative environment
- An approach that is authentic, committed, tenacious, fun-loving, and laser-focused on building relationships and driving revenue
- Strong business, project management, and analytic skills
- Emotional intelligence and great communication skills (interpersonal, verbal and written)
- Positive, professional and enthusiastic “can-do” attitude
- Able to work well cross-functionally to achieve strategic goals
- Adept with software and able to use CRM tools, ERP, and others
- Commitment to the Luce Wellness vision
- Interest in holistic health and herbal alternatives

Licenses/Certification

A valid driver’s license and a car suitable for business travel within six hours of Bethel, Vermont are required.

WORKING CONDITIONS

The Sales Manager should live within two hours of our offices and plan to be on-site for meetings several times per month. This on-site expectation, and the expected travel, are suppositions and may change based on business needs. Occasional evening and weekend work will be required.

Outside the Office: Must be able to travel within New England/Northeast every other week or so, and to trade shows and national accounts at least quarterly. Must be able to drive and sit in a car for 3-6 hours or travel by plane.

In the Office: Requires being able to work at a desk (standing up or seated) for long periods of time to use a computer and phone to perform job responsibilities. Also requires helping to unload and store inbound supplies, and setting up and breaking down trade show booths, including lifting boxes weighing up to 20 pounds.

Luce Farm Wellness currently operates out of a lovingly restored building in the town of Bethel, Vermont. The building does not have an elevator, and the director will need to navigate stairs between three floors, and to the production facility a few doors down.

HOW TO APPLY

Send a resume and cover letter to jobs@lucefarmwellness.com.

Learn more at www.lucefarmwellness.com

Luce Farm Wellness is an Equal Opportunity Employer.