

SPRINGFIELD ARMORY®

Job Posting

Posting Link: [VP Sales & LE Application](#)

Title: VP of Sales & Law Enforcement
Status: Full-Time

Description Summary:

Springfield Armory is seeking a strongly motivated and engaged sales executive to fill the role of Vice President of Sales & Law Enforcement. This individual will work closely with the Vice President of Distribution & Customer Service to provide effective leadership and strategic direction to sales activities to achieve profitable growth.

Ideal candidate will have extensive sales experience in the firearm industry. This individual will be responsible for overseeing new customer/sales development, managing customer relationships, analyzing/benchmarking competition, forecasting sales, and managing the sales team.

Requirements:

- Bachelor's degree and 10-15 years of executive-level sales and marketing leadership experience with heavy emphasis on successfully building and deploying a strategy to increase profitable revenue. This includes developing and delivering on gross sales and margin goals according to sales forecast.
- Track record of leading a sophisticated sales organization in the firearms or broadly defined sporting goods or outdoor recreation industry. Consistently leads top performing teams, meeting or exceeding annual revenue and profit goals.
- Previous experience personally developing short and long-range sales support programs targeted toward existing and new markets and leading direct reports through the same process.
- Significant experience developing and implementing customer and product sales strategies in addition to promotions and pricing strategies in collaboration with marketing department and branding initiatives.
- Previous responsibility for directing channel development activity and coordinating sales distribution by establishing sales territories, quotas and goals. Able to analyze sales statistics to formulate policy and assist dealers in promoting sales. Previous experience advising dealers and clients concerning sales and advertising techniques.
- Developing and executing an integrated sales strategy that achieves expansion and growth in law enforcement channels.

Compensation:

Springfield offers a competitive salary and extensive benefits package which includes a generous, comprehensive, and affordable health plan in addition to dental, vision, life, disability, flex, 401(k), and other options. To learn more about Springfield Armory products and services visit www.springfield-armory.com.

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Springfield Inc. is an Equal Opportunity Employer

Approved for Posting: SM
Posting Closes: When Position is Filled