



Director, Retail Sales

Trail Appliances

Location: Richmond, BC

Family owned and operated since 1974, Trail Appliances is the leading independent appliance retailer in Western Canada with 17 stores in British Columbia, Alberta and Saskatchewan. Today, the company is the market leader excelling in providing unparalleled customer service, expert advice, the largest selection in Western Canada, and the most innovative products at competitive prices. Trail's Prairie stores are separately owned and operated from its BC stores.

Due to the continued growth and evolution of the organization, Trail Appliances BC now seeks an experienced retail sales leader to drive revenue and profitability growth in its ten-store retail division, which is expanding to twelve stores over the next two years.

Reporting to the President and CEO, the Director of Retail Sales will provide leadership to the enhancement and implementation of progressive and innovative sales strategies, sales training programs, and management training programs. The new Director will also implement structured best practices, share and collaborate with the new Head of On-line Strategy to ensure the customer experience is consistent and seamless across the retail network of stores and with the ecommerce platform. Collaboration with the Director of Builder Sales and the Director of Business Development & Supplier Relations to identify buying trends and contribute to strategic product/brand selection will keep Trail ahead of its competition. Working closely and building strong relationships with the whole Senior Leadership Team and industry players will play a key role in aligning and leveraging the retail sales division to ensure that Trail operates as a cohesive team.

You will bring a track record of success in a senior sales executive role in a retail consumer goods company. Your knowledge of the appliance sector is beneficial. You have the demonstrated ability to develop sophisticated sales, training, merchandising and marketing strategies and lead teams that drive significant sales and margin growth. You have experience working in, or familiarity with, an omni-channel sales environment will be of significant value. Your demonstrated experience in driving traffic, developing new customers, introducing new sales initiatives, implementing analytics to support sales activities, problem solving in a complex sales environment, and enhancing the professionalism of a sales team will be highly valued.

Based in Trail's spectacular new head office in Richmond, BC, this is a tremendous opportunity for an executive sales leader to build on a solid foundation and drive continued retail sales growth with a known and respected brand as they roll out an e-commerce platform and continue to expand.

To explore this opportunity further, please submit your resume [here](#).