



## POSITION DESCRIPTION

**Job Title:** District Sales Manager

**Date:** May 15, 2026

**Department:** Sales

**Classification:** Exempt

**Position Reports To:** Director of Field Sales

We are seeking a motivated and results-driven District Sales Manager (DSM) to join our growing sales team. This role is responsible for driving new business development, managing reseller partner relationships, and supporting strategic growth within an assigned territory.

The ideal candidate is a strong relationship builder with proven outside sales experience and the ability to thrive in a fast-paced, technology-driven environment.

### **Key Responsibilities**

- Achieve monthly, quarterly, and annual sales quota objectives
- Develop and manage relationships with reseller partners, VARs, Check Automation Providers, and Office Equipment Dealers (OEDs)
- Prospect and acquire new accounts within the assigned territory
- Collaborate closely with inside sales teams and vendor representatives
- Coordinate activities between resellers, vendors, and internal teams
- Maintain accurate reporting related to sales activity, forecasting, prospecting, and results
- Learn and effectively present hardware, software, and service offerings
- Travel independently throughout the territory to maximize business opportunities
- Participate in joint customer visits with management and manufacturer representatives

### **Qualifications**

- Bachelor's Degree preferred or equivalent experience
- Minimum 4 years of outside sales experience with a strong focus on new account acquisition
- Experience in Office Equipment Dealers (OEDs), Check 21, Document Management, or Software Sales strongly preferred
- Working knowledge of Microsoft Office products
- Formal sales training is a plus
- Excellent written and verbal communication skills
- Strong organizational and multitasking abilities

### **What We're Looking For**

- Self-motivated sales professional with strong prospecting skills
- Ability to build long-term partner relationships
- Driven, competitive, and goal-oriented mindset
- Comfortable working independently while collaborating across teams

If you are passionate about sales, relationship management, and growing business partnerships, we'd love to hear from you.

**Position Description  
District Sales Manager  
Page Two (2)**

**Compensation & Benefits**

We offer a competitive compensation package designed to reward performance and support our employees' success, including:

- Competitive base salary plus uncapped commission opportunities
- Car allowance and travel reimbursement
- Medical, dental, and vision insurance
- 401(k) plan with company contribution/match
- Paid time off (PTO) and company holidays
- Ongoing sales training and professional development
- Opportunity for career growth within a growing organization
- Collaborative and supportive team environment

Our team values professionalism, responsiveness, accountability, and a strong commitment to customer and partner success.

**Working Conditions and Physical Requirements**

- Will be required to work out of your home office using office equipment including computer and telephone.
- Must have the ability to drive with valid driver's license and carry auto insurance.
- Willing to travel of up to 50% within assigned territory as needed.
- Must be able to walk, stand, sit, see with or without reasonable accommodation.

**Travel**

- Willing to travel up to 50% within assigned territory as needed

Approved by \_\_\_\_\_ Date \_\_\_\_\_  
Management

Approved by \_\_\_\_\_ Date \_\_\_\_\_  
President

***Cranel is an Equal Opportunity Employer. Applicants are selected without regard to race, ethnicity, creed, color, religion, sex (including sexual orientation, gender identity, or pregnancy), age, national origin or ancestry, disability, genetic information, veteran or military status, or other protected status under federal, state or local law. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position. This job description is a summary and may not list all of the duties for this position. Nothing in this job description should be construed as an express or implied contract of employment. Unless otherwise indicated by a written agreement signed by the President, all positions are at-will, which means either party is free to terminate the employment relationship at any time, without any advanced notice, for any reason or no reason.***

By signing below, I have read and understand the requirements, functions and duties of the position.

\_\_\_\_\_  
Employee Signature Date \_\_\_\_\_