

Sales Manager | Retail Lumber & Building Materials

Location: Regina, SK

Employment Type: Full-time, On-site

About Us

We are a retail lumber and building materials company focused on creating **exceptional backyard escapes**—custom outdoor spaces designed for relaxation, recreation, and connection.

Our customers come to us with ideas and aspirations. Our **Escape Artists** (sales team) help turn those ideas into reality through great design support, reliable materials, and an outstanding customer experience.

When someone builds their dream deck or creates an outdoor space where their family gathers for years to come, that started with us. We're not just selling lumber; we're helping people create spaces where life happens.

We are looking for a **Sales Manager** who brings energy, structure, and heart to the role: someone who can **lead a sales team, build strong relationships, and ensure consistent execution of our sales process**.

About the Role

This is a **hands-on sales leadership role**. You will lead by example—coaching, enabling, and motivating the sales team while staying close to customers and deals.

The ideal candidate is **positive, coachable, and accountable**, enjoys working with people, and takes pride in strong follow-up and follow-through. You will be responsible for building momentum, keeping the team aligned, and ensuring the sales process is followed consistently and effectively.

Why TUDS Over a Big Box?

- You'll actually know your customers by name
- Your ideas can become reality within weeks, not years
- You'll work with owners who are hands-on, not a distant corporate office
- Your impact is visible, you'll see the backyard projects you help create

Key Responsibilities

Sales Leadership & Team Enablement

- Lead, coach, and support a team of sales professionals.
- Galvanize the team around shared goals, standards, and customer experience.
- Create a positive, team-first sales culture with high accountability.
- Coach in real time—reinforcing what's working and correcting what's not.
- Lead by example by staying close to customers and the sales floor.

Sales Process & Execution

- Ensure the consistent use of the company's sales process.
- Drive strong follow-up, follow-through, and pipeline discipline.
- Use CRM tools to track activity, opportunities, and performance.
- Support accurate quoting, order entry, and POS execution.
- Ensure sales activity translates into a smooth customer experience.

Business Development & Growth

- Identify and pursue opportunities to grow the customer base.
- Build referral relationships with contractors, landscapers, and designers.
- Follow up on unconverted quotes and re-engage past customers.
- Represent the company at community events and home shows when opportunities arise.

Customer Relationships

- Build and maintain strong, trust-based relationships with homeowners.
- Model a 'how can I help you?' approach to selling.
- Support the team in handling objections, questions, and complex projects.
- Ensure customers feel supported, informed, and confident throughout their journey.

Accountability & Performance

- Hold the team accountable to activity, behavior, and results.
- Review performance metrics and coach toward improvement.
- Address issues directly, constructively, and without excuses.
- Celebrate wins and reinforce positive behaviors.

What We're Looking For

Required Experience & Skills

- **Minimum 5 years** experience in a **sales role**
- **Minimum 2 years** experience leading or coaching a sales team
- **Minimum 2 years** experience using a **CRM system**
- Completion of a **sales and/or sales management training course**
- Experience using **POS systems**
- Experience working within a **defined sales process**
- Experience in building materials, lumber, decking, hardscapes, or landscaping (preferred but not required)
- Strong organizational skills and attention to detail

The Type of Person Who Thrives Here

This role is a strong fit for someone who:

- Brings **positive energy** and enthusiasm to work every day
- Is coachable and genuinely enjoys coaching others
- Is eager to learn and open to new ideas
- Thinks and acts like a team player
- Follows up relentlessly and closes loops
- Holds themselves and others accountable—no excuses
- Is comfortable working at a faster-than-average pace
- Enjoys leading conversations and building rapport

Who This Role Is Not For

This role is **not a fit** if you:

- Prefer working independently without team interaction
- Avoid accountability for results or behaviors
- Dislike structured sales processes or CRM discipline
- Struggle with follow-up and attention to detail
- Lead primarily through authority rather than influence
- Are uncomfortable giving feedback or coaching others

What You Get

- Direct exposure to ownership and involvement in company strategy
- Annual investment in your professional development
- A team that genuinely likes working together
- The satisfaction of helping homeowners create something they'll enjoy for decades
- Long-term growth potential

Compensation

- **Base Salary:** \$60,000 – \$80,000 (scaled to store volume)
- **Commission:** 0.5% – 1.0% on personal sales
- **Performance Bonus:** Up to \$5,000
- **OTE:** \$80,000 – \$105,000
- Plus RRSP matching and benefits

As the store grows, so does your base—your success directly increases your earnings.

If you are energized by people, motivated by helping others succeed, and committed to doing what you say you'll do, we'd love to hear from you.