



New locations coming soon!!

Title: Sales Manager **Reporting to:** VP of Sales
Department: Sales **Date issued:** 01.01.2025
Location: Hamilton, Ancaster, Burlington & Oakville

The Sales Manager provides leadership and direction to the Assistant Manager, ensuring compliancy with all Connon Nurseries Standards while maintaining brand integrity. Manages all staff and sales location activities including overseeing maintenance, inventory levels, merchandising, all POS checkouts & transactions, weekly scheduling, staff training & performance, and staff & customer experience.

Financial:

- Is responsible for Key Performance Metrics (KPI's) and annual profit/loss targets as planned together with the VP of Sales

Brand Integrity / Leadership / Training:

- Collaborate with the Assistant Manager to ensure adequate inventory & product levels and quality control while managing practices to reduce scrap, shrinkage, and tired inventory
- Exhibits and fosters an enthusiastic, proactive, and solutions-oriented attitude towards all customers, ensuring a high level of service and satisfaction
- Responds to escalated customer or staff issues/concerns in a tactful, discerning, and solution-focused fashion
- Continuously seeks to increase the knowledge base of all Connon products and services

HR:

- While head office hires full-time employees, the sales manager will participate in the hiring process in subsequent years following the launch of our pop-up locations.
- Works with Staff Training & Development Manager to ensure effective onboarding and training of SOPs to all staff, then performance reviews on an ongoing basis.
- Ensures adequate staffing levels and is accountable for the wage to sales ratios throughout the year.
- Collaborates with supervisors, managers, and Human Resources in strategically planning and addressing staffing requirements and seasonal layoffs. Addresses confidential & sensitive employee issues in an effective and mature fashion.
- Staff Experience:
 - Analyze what leadership can do to improve the workplace
 - Uniform enforcement
 - Team building events
 - Staff check-ins



Health & Safety:

- Ensures that a safe, hygienic, and aesthetically pleasing environment is always maintained, contributing to an exceptional Connon Experience as defined by the VP of Sales
- Ensures a safe working environment for all employees through encouraging active observation, hazard reporting, providing coaching on relevant health and safety best practices, leading by example, and ensuring compliance with policies and guidelines

Customer Experience

- Continuous analysis of what our customers experience:
- Yard cleanliness / tidiness
- Garden presentation – seasonal plantings
- Greeters & welcome messaging as they walk in and as they exit
- Size and speed of checkout lines
- Loading experience for self-serve customers

Requirements

- 5+ years' supervisory/management experience in a fast-paced, retail setting
- Previous nursery management or supervisory experience with proven leadership and organizational abilities
- Passionate about the nursery industry, sales, and customer service excellence
- Exceptional communication and interpersonal skills when interfacing with guests and employees
- Strong technological proficiency with attention to detail and an emphasis on accuracy and efficiency
- Passion & ability to flourish in a highly pressurized and fast-paced environment
- Proven ability to multi-task and progressively manage competing priorities
- Ability to solve problems, tackle issues head-on and in a timely fashion
- Strong decision-making skills
- Flexibility to work a variety of shifts including day, evening, weekends, and holidays including extended hours when needed. Specifically, during April 15 – June 15 black out period each year
- This job requires extended periods of walking and standing, as well as the ability to lift 50lbs and work in various weather conditions and environments

Connon Nurseries is a diverse & equal opportunity employer. Should you require any modifications during the interview process please contact our Human Resources Manager at 9056897433 ext. 195.