



Position Description	<i>Sales Manager</i>
Status	<i>Full-Time, Exempt</i>
Department	<i>Sales</i>
Reports to	<i>COO/Integrator</i>

Why Bodhi Brands?

We believe business should serve people, not the other way around. At Bodhi Brands, we're not just building products; we're growing a purpose-driven company that empowers individuals, nurtures authentic community, and leads with heart. Our mission is to redefine what success looks like in business by listening to a deeper purpose, growing people, giving radically, and shaping a more compassionate world. If you're seeking a place to grow, serve, and lead with intention you might've just found your people.

Who We Are

We're a passionate team of makers, thinkers, and doers with big hearts and bold visions. We lead with integrity, collaborate with humility, and challenge each other to keep growing. We value feedback, growth, and the kind of leadership that starts with how you show up, no matter your title. We're not here to simply clock in we're here to co-create something meaningful.

What Difference We Make in the World

We exist to spark transformation in individuals, in teams, and in the world around us. By leading with values like service-driven leadership, deep listening, growth mindset, and whole-life wellbeing, we're working to redefine what business can be. Through coaching, community work, and courageous conversations, we're building a culture that develops leaders and drives meaningful social change from the inside out.

What It's Like to Be on Our Team

Bodhi is a place to be real, grow fast, and do meaningful work. We laugh hard, lift each other through challenges, and celebrate the wins, big and small. We show up with care, curiosity, and a deep sense of shared responsibility. Our team is rooted in purpose, driven by a growth mindset, and united by the desire to build something that truly matters.

Core Values

Humbly Confident - Trusted Teammate - Service Driven - Strategic Innovation - Growth Mindset

Job Summary

The Sales Manager is responsible for driving revenue growth and brand awareness across all Bodhi Brands product lines through strategic sales leadership and execution. This role leads a high-performing sales team, ensuring alignment between sales, marketing, and operations to deliver consistent, profitable results.

The Sales Manager oversees the planning, implementation, and control of sales programs, including team recruitment, training, motivation, and performance evaluation. This role ensures that all sales activities align with Bodhi's values, goals, and vision—developing a culture of accountability, strategic thinking, and service-driven excellence.

Key Responsibilities

5 Core Responsibilities

1. **Lead, Manage, and Hold Accountable (LMA)**
2. **Drive Sales Strategy & Performance**
3. **Key Account Management & Retention**
4. **Cross-Functional Alignment & Communication**
5. **Forecasting, Reporting & Continuous Improvement**

Key Duties & Responsibilities

Sales Leadership (LMA)

- Lead, manage, and hold accountable a high-performing sales team through consistent coaching, feedback, and development.
- Execute quarterly and annual sales plans that align with company goals and ensure team accountability to KPIs.
- Conduct weekly sales meetings to review metrics, pipelines, and performance; maintain team focus and momentum.
- Ensure consistent CRM (HubSpot) usage and adherence to the Bodhi Sales Playbook.
- Partner with Marketing and Operations to align promotional calendars, forecasting, and product strategy.
- Drive sales initiatives that strengthen partnerships, increase market share, and expand brand presence.
- Model Bodhi's core values in all leadership behaviors and decision-making.

Key Account Management

- Support and guide Sales Account Managers (SAMs) in managing Tier 3–4 key accounts and **BRS** partner stores.

- Attend and lead **QBRs** with key accounts to assess performance and growth opportunities.
- Negotiate major account opportunities and pricing within approved parameters to ensure profitability and long-term partnership.
- Oversee execution of the **Positive Touchpoint (PTP)** Program, ensuring proactive communication and service excellence.

Personnel Development

- Recruit, train, and develop sales team members to achieve consistent, measurable results.
- Provide structured coaching, field observation, and professional development opportunities.
- Maintain clear performance expectations, measurable scorecards, and quarterly review conversations for each team member.
- Promote a culture of accountability, growth, and teamwork aligned with Bodhi Core Values 2025.

Administration & Planning

- Oversee sales forecasting, reporting, and territory planning to support operational readiness and financial goals.
- Track sales performance through dashboards and communicate results to leadership.
- Contribute to annual sales planning by providing accurate market insights and realistic forecasts.
- Monitor competitor activity, market shifts, and customer trends to inform strategy and decision-making.

Qualifications

- High school diploma or equivalent required
- Bachelor's degree in Business, Marketing, or equivalent experience.
- 2–3+ years of proven Sales Management experience; cannabis industry experience strongly preferred.
- Demonstrated success in leading, managing, and holding teams accountable (LMA).
- Skilled in high-level negotiation, relationship management, and strategic sales planning.
- Proficiency in **HubSpot CRM** and Google Workspace; data-driven and detail-oriented.
- Excellent communication, presentation, and leadership skills.
- Strong understanding of Washington State cannabis market and regulations.
- Must read continuing education books:
 - *Traction*
 - *Get A Grip*
 - *How to Be a Great Boss*
 - *The Five Dysfunctions of a Team*
 - *The Four Obsessions of an Extraordinary Executive*
 - *Good to Great*
 - *Built to Last*
 - *Measure What Matters*

- *Great by Choice*

Suggested (optional growth reading):

- *Scaling Up*
- *Decide!*

Experience

- Proven ability to build strong, trust-based relationships with customers and colleagues.
- Skilled in sales presentations, negotiation, and consultative selling.
- Proficiency in **Google Workspace** (Sheets, Docs, Slides, Calendar, Meet).
- Experience with **CRM platforms (HubSpot preferred)** for tracking sales activities and account data.
- Excellent written and verbal communication skills; highly organized and detail-oriented.
- Motivated, professional, and proactive with a strong sense of ownership.
- Able to thrive in a fast-paced, high-accountability environment that values teamwork and service.

Professional Skills

- Proven ability to meet or exceed sales goals, manage pipelines, and close deals.
- Strong organizational skills with the ability to manage multiple accounts and deadlines.
- Comfortable with CRM tools, spreadsheets, email, and reporting dashboards.
- Solid understanding of the sales process, order flow, and account retention techniques.
- Familiarity with B2B or retail sales models and customer lifecycle practices.

Interpersonal & Soft Skills

- Strong relationship-building ability with a customer-first mindset.
- Self-motivated, adaptable, and able to work independently with minimal supervision.
- Positive attitude, professionalism, and a high level of emotional intelligence.
- Collaborative team player who contributes to group success and supports peers.

Additional Requirements

- Must have a valid driver's license and reliable transportation for in-person store visits (if required by territory).
- Ability to occasionally lift up to 25 lbs for product samples or trade materials.
- Flexible schedule to accommodate customer needs, occasional travel, or store visits.
- Willingness to comply with all state and company cannabis sales regulations, including confidentiality and data integrity standards.

Working conditions

- This role is primarily office-based (on-site or hybrid per company policy) and involves extended periods of computer and phone work, including CRM usage, reporting, and virtual meetings.
- Requires frequent professional communication across email, phone, video conferencing, and internal messaging platforms.
- Must be able to travel regionally for account visits, QBRs, vendor meetings, team field support, and cross-functional alignment as needed (travel expectations outlined in Qualifications).
- Work is fast-paced with shifting priorities, multiple deadlines, and regular participation in leadership meetings and planning sessions.
- Requires the ability to sit or stand for extended periods, move between office and meeting environments, and engage in both virtual and in-person discussions.

- Frequent use of hands and fingers for typing, writing, and operating office equipment.
- Must be able to lift up to 25 lbs occasionally for samples, promotional materials, or trade/event items.
- Adequate vision, hearing, and speech required for reviewing documents, analyzing data, and participating in conversations.
- Must comply with all Washington State cannabis regulations, confidentiality requirements, and company policies regarding data integrity and professional conduct.

Compensation

Pay Range 137,000-183,000

Base Salary	\$100,000
Total Annual Commission .5% of Total Gross Sales	\$ 37,500
Average Total Monthly Revenue \$625k	
Total Quarterly Bonus (\$4,000 x 4)	\$ 16,000
Total Yearly Revenue Plan \$7.5m	_____
 Total Sales Manager Compensation	 \$153,000

Disclaimer

The information presented indicates the general nature and level of work expected for the described position above. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this position. Rather, they are intended only to describe the general nature of the position.

SIGNATURES: The position holder and supervisor have reviewed and discussed this description of responsibilities. The incumbent agrees to perform the duties satisfactorily with the supervisor’s guidance.

Employee Signature	
Date	
Print Name	
Signature of Supervisor	
Date	
Print Name	

Bodhi Core Values

Humbly Confident

We lead with quiet confidence, acknowledging our strengths while remaining open to feedback and growth. We take initiative, act professionally, and push through challenges with determination. Ego is left at the door, and humility paves the way for authentic leadership.

Trusted Teammate

We solve problems before they grow, follow through on every commitment, and show up for our team with consistency, honor and care. We earn trust by being dependable, detail-oriented, and always ready to step in and step up.

Service Driven

We are committed to serving others — customers, teammates, and our community. Every action we take is driven by a mindset of adding value and making a positive impact. We show up and help build a culture of support, generosity, and shared success.

Strategic Innovation

We don’t just solve problems — we reimagine what’s possible. We think creatively, act strategically, develop thoughtful products, and seek smarter ways to work, grow, and lead. We improve what exists and envision what’s next.

Growth Mindset

We believe in continuous improvement and the power of learning. Challenges are opportunities for growth. We take initiative by seeking out greater responsibility — not just to advance our own development, but to strengthen the team as a whole.