The Scotts Miracle-Gro Company (NYSE: SMG) is the world's largest marketer of branded consumer lawn and garden products, with a full range of products for professional horticulture as well. Scotts Miracle-Gro has helped to grow the nearly $7 billion global consumer lawn and garden market through product innovation, industry-leading advertising efforts and its trusted brands. Scotts is an EEO Employer, dedicated to a culturally diverse, drug free work place.

The Sales Manager is responsible for developing world class relationships with major home center retail partners, increasing in-store presence of Scotts Company brands through the assessment of local market opportunities, developing sales/marketing plans, and supervising the work of Merchandisers & Counselors.

Key Responsibilities Include:

Primary focus is developing and managing relationships with retail partners, increasing Scotts Company's business opportunities, and managing Merchandisers & Counselors in order to implement and execute sales plans.

Business planning responsibility including:

- analyze business opportunities and threats
- analyze and prepare key metrics to educate our customers on business opportunities
- effectively advise customers through metrics updates and business reviews.

Manage and direct the work of Merchandisers & Counselors including:

- planning, scheduling, and delegating work assignments
- providing on-going feedback and direction
- developing recruiting plans, interviewing and making hiring decisions
- providing job training, including imparting product knowledge
- coaching and developing career paths for each associate
- recommending termination decisions
- partnering with immediate manager and Human Resources Representative as appropriate.
- Manage budget by effectively controlling expenditures.
- Develop retail sales/marketing plans and other creative marketing tools and events.

General Requirements:
Must be willing to submit to The Scotts Company background check policy which includes Motor Vehicle Record (MVR) check, drug test and background check.
Must have current valid drivers license and ability to drive.
High Speed internet access readily available.
Flexibility to work evenings and weekends during in-season periods.
Ability to regularly travel overnight by automobile or airline.
Must complete all required training courses within appropriate time periods.

This is a list of the major responsibilities, duties, and physical demands required of this position and may not be all inclusive.