



National Sales Manager

03/10/26

📍 **Based in:** Winston-Salem, NC

Reports To: Vice President of Sales

Travel: 60% overnight travel

About Salem Fabrication Technologies Group, Inc.

Salem Fabrication Technologies Group, Inc. (SFTG) is far more than a fabrication machinery and tooling distributor. With more than 90 years of industry experience, we bring unmatched product knowledge and process expertise to glass fabricators and glazing professionals across North America. Our guided approach equips customers for peak performance with machinery solutions, quality tooling, material-handling equipment and supplies.

To serve a diverse and evolving market, SFTG operates through several specialized divisions: Salem Fabrication Supplies, providing essential production tooling and materials; HHH Equipment Resources, delivering innovative glass processing machinery backed by exceptional technical support; K&W Grinding, restoring and re-profiling diamond tooling for maximum life and performance; and Glass Machinery Locator, connecting buyers and sellers of pre-owned glass fabrication equipment for cost-effective expansion and upgrades.

With field experience, process expertise, and strong manufacturer partnerships, Salem sources only top-tier equipment and supplies -helping fabricators and glazing professionals edge ahead. As a **100% employee-owned**, American-based company, we foster a collaborative, safety-focused culture built on integrity, respect, and a shared commitment to innovation and continuous improvement -offering careers where every team member's contributions directly shape our growth and success.

About the Role

The National Sales Manager reports to the Vice President of Sales. He/she is responsible for leading and scaling Salem Fabrication Technologies Group's national supply sales division. This role owns execution of the company's sales strategy, revenue growth, market expansion, and customer development across all product lines.

The National Sales Manager will unify the sales team under one performance-driven structure, ensure disciplined execution of sales plans, and serve as a key commercial voice in identifying market needs that influence new product development and strategic direction.

This is a leadership role — not a super salesperson. Success is measured by team performance, market growth, and strategic execution.

The manager must abide by Salem's safety policies and procedures, embrace Salem's ESOP values, and operate within Salem's EOS (Entrepreneurial Operating System).

Direct Reports Include: two Strategic Sales Directors, five Regional Account Managers, a Sales and Service Team Manager

Key Responsibilities

1. Sales Leadership & Organizational Management

- Be a role model for the company's employee ownership culture.
- Lead and manage the supply sales organization.
- Establish clear accountability, performance expectations, and sales standards.

GO BEYOND THE EDGE

NORTH CAROLINA – HQ

5901 Gun Club Road
Winston-Salem, NC 27103

Office: 800.234.1982 | 336.766.1104

CALIFORNIA

10125 Shoemaker Avenue
Santa Fe Springs, CA 90670

Office: 800.445.6339 | 562.944.6155

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2330 Greensburg Road
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3801 NE 109th Ave, Suite C
Vancouver, WA 98682

Office: 360.993.5644

ONTARIO – CANADA

Greater Toronto Area
Office: 844.858.7444

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- Recruit, coach, and develop high-performing sales talent
- Conduct regular pipeline reviews, forecasting sessions, and performance evaluations.
- Build a unified sales culture aligned with company values and growth objectives.
- Represent the company at various venues and/or business meetings to promote the company.

2. Sales Strategy Execution

- Execute the company's supply sales strategy and annual revenue plan.
- Translate company objectives into regional and individual sales targets.
- Drive disciplined use of CRM, forecasting tools, and sales processes.
- Monitor key performance metrics and adjust tactics to achieve targets.
- Coordinate sales efforts across consumable sales, service, upgrades, and aftermarket opportunities.
- Work with department managers and corporate staff to develop one year and three-year business plans for the company.

3. Revenue Growth & Market Expansion

- Strengthen relationships with key national accounts and strategic customers.
- Increase market share through structured account planning and territory management.
- Gather structured market feedback from customers and sales teams to:
 - Identify and pursue new market opportunities within the glass fabrication industry.
 - Work closely with Product Development and Marketing to establish new market opportunities.
 - Ensure new product launches are aligned with market demand and sales readiness.
 - Ensure sales team pursues new product opportunities and sales growth of new products

4. Sales Process & Operational Discipline

- Standardize sales methodologies across regions.
- Implement consistent pricing discipline and deal review processes.
- Improve forecasting accuracy and pipeline visibility.
- Develop scalable sales playbooks and best practices.
- Ensure alignment between customer commitments and operational execution.

Key Performance Indicators (KPIs)

- National revenue growth and profitability
- Sales plan execution accuracy
- Pipeline health and forecast reliability
- Market share growth
- New product revenue contribution
- Sales team productivity and retention
- Strategic account expansion

Required Qualifications

- 10+ years of progressive sales leadership experience.
- Proven experience managing multi-regional or national sales teams.
- Background in distribution sales, industrial consumable products, industrial machinery, related B2B sectors.

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- Demonstrated ability to build and execute structured sales plans.
- Strong commercial and strategic thinking capabilities.
- Experience collaborating with machinery operation/service or product development teams.
- High financial and business acumen.

Preferred Qualifications

- Experience in glass fabrication or adjacent industrial markets.
- CRM leadership and sales process implementation experience.
- Track record of scaling a sales organization during growth phases.

Core Competencies

- Leadership and accountability
- Strategic execution
- Market awareness
- Customer-centric thinking
- Data-driven decision making
- Cross-functional collaboration
- Talent development

The successful National Sales Manager will:

- Be based in the Winston-Salem, North Carolina home office, with relocation required if needed.
- Travel frequently in support of field sales and sales activities.
- Turn strategy into execution.
- Build a disciplined, accountable sales organization.
- Elevate sales from relationship-driven to process-driven.
- Translate customer needs into future product direction.
- Create predictable, scalable revenue growth.

Additional Info

✦ This role involves regular travel, standing during demos or trade shows, and occasional lifting of equipment. Reasonable accommodation will be made.

✦ This job description is intended to provide general information about the position. It is not an employment contract. As with all positions, the responsibilities, duties, and requirements of this job may change. The company, in its discretion, may alter this job description at any time with or without notice.

✉ **Apply now** by sending your resume to hr@salemftg.com

Salem FTG is an Equal Opportunity Employer.

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