

Job Title: National Sales Manager, DANSR, inc.

Location: Champaign, IL

Reports To: EVP of Sales and Marketing

Job Summary:

The National Sales Manager is responsible for leading the sales efforts of DANSR inc. music products and services in the USA. This role involves managing relationships with music retailers, distributors, and online platforms, as well as developing strategies to increase market share and revenue. The ideal candidate will have a deep understanding of the music industry, strong sales acumen, and a passion for fostering relationships with key stakeholders in the sector.

Key Responsibilities:

Develop and Execute Sales Strategies: Create and implement sales plans to maximize revenue from music products and services, including physical and digital formats.

Industry Partnerships: Build and maintain strong relationships with music retailers, distributors, online platforms, and other key industry partners.

Market Insights: Monitor industry trends, streaming data, and consumer behavior to identify growth opportunities and adjust strategies accordingly.

Product Promotion: Collaborate with marketing and artist teams to develop campaigns that drive sales of all products.

Sales Forecasting and Reporting: Analyze sales data and trends to prepare forecasts, reports, and presentations for senior leadership.

Collaboration: Work closely with artist relations, marketing, and distribution teams to align sales efforts with overall business goals.

Customer Relations: Ensure excellent customer service and satisfaction among retailers, distributors, and other partners.

Qualifications:

Bachelor's degree in business, Marketing, Music Business, or a related field.

Proven experience as a National Sales Manager, or similar role, within the music industry.

In-depth knowledge of the music industry, including physical and digital distribution, streaming platforms, and retail channels.

Strong understanding of sales analytics, CRM systems, and market trends.

Excellent communication, negotiation, and relationship-building skills.

Passion for music and a strong commitment to staying current with industry developments. Clarinet or saxophone player preferred but not required.

Willingness to travel frequently both domestically and internationally, to build and maintain relationships across the country.

Key Competencies:

Ability to motivate and lead a team toward achieving ambitious sales goals.

Strategic thinking and adaptability in a rapidly changing industry.

Strong organizational skills and attention to detail.

About DANSR, inc.

DANSR, inc., located in Champaign, Illinois, is a B2B marketing and sales company specializing in legacy brands, most notably Vandoren Paris, in the music industry. We improve the position of our brands by understanding the brand and its impact in the marketplace, understanding and nurturing the customer base and executing powerful programs and campaigns to grow market share. We employ high level analytics to identify opportunities, and we seize those opportunities through establishing partnerships with our customers as well as powerful advertising across a myriad of platforms. With senior management possessing well over 150 combined years in the music industry, DANSR is uniquely positioned to help any client meet and exceed their goals.

DANSR, inc. provides competitive compensation and a benefits program that includes 401K with matching contributions, health care, life insurance and disability coverage and inclusion in our profit-sharing program.

To apply, send a letter of interest, résumé, and references to shellyc@dansr.com.