POSITION TITLE: SALES MANAGER

Location: Oakville, Ontario

Work Type: In-Office (Full-time: Monday – Friday 9:00am to 5:00pm)

About Us

Bardown Sports Inc. is one of the most recognized names in hockey apparel, trusted for premium teamwear, standout custom designs, and a brand that lives and breathes the game. We pride ourselves on delivering high-quality products and a customer experience that drives repeat business and long-term partnerships. We specialize in custom team sports apparel across hockey, lacrosse, and baseball, and we're continuing to scale rapidly across Canada and the U.S.

Position Overview

We are seeking a high-performing, data-driven **Sales Manager** to lead, scale, and optimize our growing sales organization. This role is responsible for driving revenue growth, instilling sales discipline and building a high-accountability culture through clear KPIs, structured processes, and effective CRM utilization.

This is an ideal role for a leader who thrives in a fast-paced environment, understands teamwear or sports retail sales cycles, and knows how to turn data into performance.

Responsibilities

- Lead, coach, and performance-manage a team of Sales Representatives across multiple territories.
- Lead and drive total revenue across wholesale, team/institutional, and inbound channels.
- Oversee revenue growth by expanding key accounts and building a strong pipeline of new business across the team.
- Drive performance through clear KPIs (pipeline health, conversion rates, revenue, activity) and regular reviews.
- Implement and enforce a structured, repeatable sales process across all channels.
- Ensure strong CRM discipline, including accurate pipeline visibility and forecasting.
- Support key client relationships, territory planning, and strategic account growth.
- Partner with Marketing and Design to convert inbound leads and support campaigns.
- Recruit, onboard, and develop high-performing sales talent.
- Continuously improve sales operations and processes to support scalable growth.
- Represent Bardown at events and within the sports community.

Qualifications

- 5+ years of B2B sales experience, ideally in sports apparel, teamwear, or retail partnerships.
- Proven track record of managing or coaching sales teams to exceed revenue targets.
- Strong understanding of outbound sales, territory development, and consultative selling.
- Demonstrated experience building and managing KPI frameworks that drive performance.

- Hands-on expertise with CRM systems (HubSpot, Salesforce, or similar), including pipeline management, reporting, and forecasting.
- Strong analytical mindset with the ability to translate data into actionable insights.
- Excellent coaching skills across prospecting, pipeline development, and closing.

Why Join Bardown

- A well-established, respected brand with deep roots in the sports community
- Opportunity to shape and scale a high-growth sales organization
- A performance-driven culture with real ownership and impact
- The chance to lead expansion across Canada and the U.S.

How to Apply

If you're ready to lead a high-performance team and help shape the future of a fast-moving sports brand, send your resume to hr@gobardown.com and highlight how your experience aligns with the qualifications.