

TERRITORY SALES MANAGER: DIADEM SPORTS POMPANO BEACH, FL

TERRITORY SALES MANAGER AT DIADEM SPORTS

Diadem Sports, one of the nation's fastest-growing athletic brands in the racquet sports industry, is expanding rapidly. We're looking for an enthusiastic and proactive Territory Sales Manager (TSM) to join our team. Diadem Sports is constantly adding new product lines and scaling its organization accordingly.

As a TSM, you'll play a vital role in driving brand growth by building new connections and helping Diadem reach more customers across the country. Our TSMs are directly responsible for managing relationships with wholesale partners, distributors, and retailers nationwide.

ABOUT DIADEM SPORTS

Diadem Sports, founded in 2015 in Pompano Beach, Florida, emerged with a vision to redefine the essence of play through innovative tennis and pickleball equipment. As the last American tennis brand, Diadem has built a legacy based on creativity and forward-thinking strategy. Their team, with over a century of combined experience among collegiate and pro players and coaches, saw the potential to elevate the game. This perspective led to groundbreaking products, like the Solstice Power string featuring patented Star Core Technology, which delivers unparalleled spin and control for athletes.

Beyond creating high-performance gear, Diadem's mission centers on the philosophy of "Live to Play." This belief underpins everything they do, recognizing that picking up a racquet or paddle is about more than just sport; it's about engaging in a fulfilling, human experience. Playing brings people together, promoting physical health and social connections.

In recent years, Diadem has expanded into pickleball, adding a full range of gear to its lineup. Through partnerships with distributors worldwide, it's remained true to its core vision: to innovate and connect people through play. Diadem encourages players, whether seasoned pros or weekend enthusiasts, to embrace a lifestyle of movement, connection, and the pure joy of being active.

DIADEM SPORTS WEBSITE: www.diademsports.com

TERRITORY SALES MANAGER – POSITION OVERVIEW

Diadem Sports is seeking a dynamic and results-driven **Territory Sales Manager** to spearhead national market expansion and elevate the company's presence in the racquet sports industry. Reporting directly to the ownership group, this pivotal role is responsible for driving revenue growth, executing strategic sales and marketing plans, and establishing individual sales quotas. Additionally, the Territory Sales Manager will provide critical insights into business tactics, market trends, and competitor strategies to ensure Diadem Sports remains at the forefront of the industry.

KEY RESPONSIBILITIES:

- Present product sales presentations to wholesale partners effectively and accurately.
- Engage potential customers through targeted outreach, including both cold and warm contacts.
- Focus on establishing and expanding partnerships with core customer groups.
- Present thorough technical knowledge and a deep understanding of Diadem's product offerings.
- Research and identify key decision-makers within school athletic departments for team sales.
- Present Diadem's product line and vision to potential partners in virtual and in-person meetings.

- Understand customer needs and recommend products that align with their goals while delivering exceptional service and support.
- Proactively seek new leads and growth opportunities.
- Develop creative, engaging marketing approaches to attract new prospects.
- Build and maintain strong rapport with both new and existing partners.
- Collaborate with the ownership group to achieve and exceed key revenue objectives.
- Develop and implement innovative sales and marketing strategies.
- Represent Diadem Sports at industry conferences and events to enhance brand visibility and foster relationships.
- Analyze market trends, customer feedback, and competitor activity to maintain a competitive edge.
- Foster a high-performance culture through clear sales quotas and goals.

SALES MANAGEMENT AND STRATEGY:

- **Lead Regional and National Sales Growth:** Focus on expanding regional and national markets in the racquet sports industry.
- **Strategic Planning:** Formulate and execute comprehensive strategies for the sales and marketing team, establishing and achieving ambitious sales targets.
- **Sales Process Ownership:** Take full responsibility for managing and refining the sales process within the ownership group.

ANALYSIS AND RELATIONSHIP DEVELOPMENT:

- **Performance and Market Analysis:** Conduct thorough analyses of business tactics, performance metrics, pricing strategies, and market research. Assess competitor products to inform strategic decisions.
- **Industry Relationship Building:** Foster key relationships with notable organizations like CMAA, RSPA, PTR, PPR, and PGA. Represent Diadem Sports at conferences to enhance brand visibility and generate sales leads.

LEAD MANAGEMENT AND MARKETING STRATEGY:

- **Lead Management Development:** Define and refine the lead management process from inception to closure. Implement effective lead pace reporting mechanisms.
- **Marketing Team Leadership:** Collaborate with the Diadem Sports marketing team to elevate the company's presence in the organization, resort, private and commercial club, and community association sectors. Collaborate in planning, developing, and implementing comprehensive business marketing strategies. Monitor and assess the effectiveness of these strategies.

IDEAL CANDIDATE PROFILE:

- A proven background in sales and marketing, ideally with experience in the racquet sports, organization, or resort industries.
- Exceptional relationship-building and communication skills.
- Strong analytical capabilities to assess market opportunities and refine business strategies.
- A "grinder" mentality: hardworking, entrepreneurial, proactive, and results-oriented.
- A passion for racquet sports and a competitive mindset that aligns with Diadem's mission to dominate the pickleball market.
- Collaborative spirit and ability to thrive in a team-driven, fast-paced environment.

WHY JOIN DIADEM SPORTS?

When you join Diadem Sports, you become part of a mission-driven team of 50 dedicated employees committed to revolutionizing the racquet sports industry. Since 2022, the company has achieved over 250% growth in business and a fourfold increase in its user base. Backed by strong financial support from the ownership group, Diadem Sports has set an ambitious goal: to become the #1 pickleball brand in the world.

This role is ideal for a sales professional eager to make a significant impact, contribute to a legacy of innovation and excellence, and help deliver unparalleled player experiences through cutting-edge technology and superior product development. If you're ready to drive transformative growth and share your passion for racquet sports, we'd love to hear from you!

CANDIDATE QUALIFICATIONS

- Minimum of 3 years of sales experience required
- Must have experience in phone sales and cold calling
- Outgoing and enthusiastic personality with a passion for sports (tennis and pickleball preferred!)
- Demonstrated ability to sell, manage accounts, and build relationships
- Excellent communication and presentation skills, with the ability to convey ideas clearly and effectively
- Strong listening and critical thinking skills
- Ability to negotiate effectively
- Self-motivated with a strong work ethic and a commitment to meeting team and individual targets
- Comfortable with data-mining, reaching out to decision-makers, and making outbound calls
- Proficient with basic business software (Microsoft Office, Google Suite, CRM tools)

TRAVEL AND ENGAGEMENT

- **Travel and Brand Representation:** Enjoy traveling to meet existing and potential clients and acting as a Brand Ambassador at industry conferences, tradeshows, and expositions.
- **Location:** The Diadem Sports headquarters is located in Pompano Beach, Florida. This is a remote position, and depending on successful candidate's existing book of business, the future territory organization for Diadem Sports will be shaped accordingly.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree in marketing, sales management, business administration, or a similar discipline is preferred.
- Continuous learning through professional development courses, workshops, and certifications.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

- Salary, commission, and bonus structure is open and commensurate with qualifications and experience.
- Health, dental, and vision insurance plans
- 401k plan with company match
- Employee memberships at Diadem Pickleball Complex

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter in that order using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Mr. Michael Manglardi, Co-Founder, Vice President of Operations, and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why this position at Diadem Sports will be beneficial to you, your family, your career, and the organization if selected.

You must apply for this role as soon as possible but no later than Friday, January 3, 2025. Candidate selections for Zoom interviews with the ownership group will occur in mid-January 2025, with live interviews occurring in late January 2025. The new candidate will ideally assume his/her role in February 2025.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Diadem Sports”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Katy Eliades at katy@kkandw.com

Lead Search Executive:

Len Simard

Search Executive

407-463-8923

len@kkandw.com