JOB DESCRIPTION

Sales & Store Manager – Niagara

Adams Building Supply | Niagara

Location	2880 Hwy 20, Thorold, Ontario
Reports To	Senior Leadership
Role Type	Full-Time | Management | Sales Leadership
Primary Focus	Profitable sales growth, customer development and store execution

Position Summary

The Sales & Store Manager – Niagara is a hands-on leadership role combining business development, sales leadership and full store-management accountability. The position is responsible for growing profitable sales, strengthening contractor and commercial relationships, developing the retail and DIY business, and ensuring the Niagara location operates safely, efficiently and consistently with Adams Building Supply standards.

Sales growth is the defining priority of the role and the principal driver of performance-based bonus opportunity. The successful candidate will spend meaningful time in the market and with customers while also leading the store team, protecting margin, managing inventory and operating expenses, and delivering a strong customer experience across the sales counter, showroom, yard, delivery and digital/contractor channels.

Primary Accountabilities

1. Sales Growth & Business Development

- Own the Niagara sales plan and deliver profitable year-over-year growth across contractor, commercial, renovation, builder, developer and retail customer segments.
- Build and actively manage a pipeline of new and existing accounts, with disciplined prospecting, follow-up, quoting and conversion activity.
- Personally develop key contractor and commercial relationships through regular customer contact, job site visits, account reviews, and proactive problem solving.
- Lead customer win-back initiatives and identify opportunities to increase share of wallet with existing accounts.
- Drive sales of core LBM categories and project-based solutions, including lumber, building materials, windows and doors, kitchens and baths, decking, fencing and related installed or value-added services.
- Use CRM and available sales tools to document leads, opportunities, quotes, follow-up dates, customer activity and results.

- Partner with Marketing, Ecommerce, Purchasing and vendor representatives to execute promotions, lead-generation campaigns, contractor events, vendor days and local-market initiatives.
- Coach every customer-facing team member to recognize leads, ask effective discovery questions, cross-sell appropriately and convert opportunities.
- Maintain strong market awareness of local competitors, pricing, construction activity, contractor needs and emerging opportunities in the Niagara trading area.

2. Store Leadership & Customer Experience

- Provide visible, engaged leadership across the sales floor, contractor desk, showroom, warehouse, yard and delivery functions.
- Set clear daily and weekly priorities, communicate expectations, delegate effectively and follow through on commitments.
- Ensure customers receive knowledgeable, responsive and solution-oriented service regardless of channel.
- Resolve escalated customer concerns promptly and professionally, protecting both the relationship and the long-term interests of Adams Building Supply.
- Maintain high standards for store presentation, merchandising, signage, housekeeping, seasonal readiness and overall customer journey.
- Build a culture of accountability, teamwork, continuous improvement and respectful communication.

3. People Leadership & Development

- Lead, coach and develop the Niagara team through regular feedback, performance conversations, training and recognition.
- Schedule and deploy labour to match customer demand, sales opportunities and operational requirements.
- Support recruitment, onboarding, performance management and succession development in partnership with senior leadership.
- Ensure employees understand company priorities, promotions, product knowledge, safety requirements and service standards.
- Create an environment in which employees take ownership, communicate openly and work across functions to serve the customer.

4. Financial, Margin & KPI Management

- Manage the store to meet or exceed sales, gross-margin, expense and profitability targets.
- Protect gross margin through disciplined pricing, quoting, discount authority, purchasing decisions and exception management.
- Review sales and operating KPIs on a daily, weekly and monthly cadence; identify gaps and implement corrective action.
- Manage controllable operating expenses, labour productivity, shrink, inventory adjustments, returns and markdowns.
- Partner with leadership on annual budgets, forecasts, sales targets and growth initiatives.

5. Inventory, Merchandising & LBM Operations

- Maintain appropriate inventory availability while supporting turns, aged-inventory reduction and working-capital discipline.
- Work with Purchasing and the sales team to identify local assortment opportunities, stock-outs, slow movers and seasonal requirements.
- Ensure receiving, transfers, inventory adjustments, cycle counts and related controls are completed accurately and on time.
- Maintain effective coordination among sales, yard, warehouse and delivery teams to support accurate and timely order fulfillment.
- Ensure yard and warehouse standards support safety, product protection, efficient picking and a professional customer experience.

6. Safety, Compliance & Asset Protection

- Maintain a safe working environment and ensure compliance with company policies, applicable health and safety requirements and established operating procedures.
- Lead by example on safe material handling, yard practices, equipment use, incident reporting and corrective action.
- Protect company assets through sound cash controls, inventory controls, fraud awareness, key/access management and loss-prevention practices.
- Ensure required records, administrative processes and management reporting are complete, accurate and timely.

Performance Measures & Bonus Emphasis

The role will be measured through a balanced set of sales, customer, operational and people indicators. Performance-based remuneration will place a strong emphasis on profitable sales growth, with final targets, weightings, thresholds and payout rules established annually by Adams Building Supply.

Measure	What Success Looks Like
Profitable Sales Growth	Primary bonus driver; total sales growth versus target and prior year, with attention to quality of revenue.
New & Reactivated Accounts	Qualified contractor/commercial accounts opened, reactivated and converted to recurring business.
Gross Margin $ / %	Growth in gross-margin dollars while maintaining agreed margin discipline.
Pipeline & Quote Conversion	Quality of pipeline, quote follow-up, conversion rate and documented CRM activity.
Customer Retention / Share of Wallet	Growth and retention within existing contractor, commercial and retail accounts.
Store Execution	Inventory accuracy, service levels, merchandising, safety, expense control and operational standards.

People & Leadership	Team capability, accountability, training completion, communication and employee performance.

Qualifications & Experience

- Proven sales and leadership experience in lumber and building materials, construction supply, home improvement, contractor sales or a closely related retail environment.
- Demonstrated ability to grow revenue, build customer relationships and manage a sales pipeline.
- Strong working knowledge of LBM store operations, including contractor sales, inventory, yard/warehouse operations, delivery coordination, merchandising and customer service.
- Commercial acumen with the ability to understand pricing, gross margin, expenses, inventory turns and store profitability.
- Confident people leader with strong coaching, delegation, communication, conflict-resolution and performance-management skills.
- Comfortable using POS/ERP, CRM, Microsoft 365 and digital tools to manage customers, workflow, reporting and communication.
- Valid driver's licence and ability to travel locally for customer and jobsite visits as required.

Leadership Profile

The successful candidate is equally comfortable closing a sale, walking a jobsite, coaching an associate, reviewing KPI reporting and solving an operational issue in the yard. This role requires a leader who is customer-facing, commercially minded, accountable for results and willing to be present wherever the business needs leadership.

Working Relationships

Works closely with Senior Management, Purchasing, Marketing, Ecommerce/CRM, Administration, Outside Sales, Commercial/Contractor Sales, Warehouse & Yard, Delivery teams, vendor partners and the broader Adams Building Supply organization.

Role Expectations

This job description describes the principal responsibilities of the role and is not intended to be an exhaustive list of every duty. Responsibilities may evolve as the Niagara business grows and as Adams Building Supply continues to develop its sales, digital, operational and customer-service capabilities.

Adams Building Supply – People | Products | Possibilities