



Regional Sales Manager —Greater Richmond & Virginia Beach

Winchester Equipment Co. (WECO) is a growing equipment dealership providing sales, rental, parts, and service for construction and related industries. We're seeking an experienced Regional Sales Manager to lead sales performance and team development across our Greater Richmond and Virginia Beach territories.

Role Summary

The Regional Sales Manager is responsible for regional revenue growth, sales execution, and coaching a high-performing outside sales team while building long-term customer relationships and expanding market share.

Key Responsibilities

- Lead, coach, and develop a team of outside sales professionals
- Drive regional growth through pipeline management, forecasting, and territory planning
- Strengthen customer relationships through proactive site visits and key-account coverage
- Partner with branch operations, parts, service, and rental to deliver an excellent customer experience
- Support quoting, territory assignments, and deal strategy consistent with company guidelines
- Represent WECO at demos, trade shows, and industry events
- Resolve customer and operational issues promptly and professionally

Qualifications

Required

- 5+ years of outside B2B sales experience (construction/equipment/industrial/rental preferred)
- Demonstrated leadership experience (people leadership or strong coaching/mentoring track record)
- Strong communication, negotiation, and problem-solving skills
- Proficiency with Microsoft Office (Excel, PowerPoint); CRM experience a plus
- Ability to travel regularly within the territory
- Valid driver's license with acceptable driving record
- Ability to lift up to 75 lbs as needed (equipment/attachment demos)

Preferred

- Bachelor's degree or equivalent experience
- Experience in equipment/dealership sales environments (pricing, margin focus, trade-ins)

Compensation & Benefits

We offer competitive compensation and a comprehensive benefits package including Health, Dental & Life Insurance, Paid Time Off (PTO), Paid Holidays, 401(k) with Company Match, Profit Sharing, Short- and Long-Term Disability, Boot Allowance, and Training & Development.

[APPLY HERE](#)

Richmond / Virginia Beach, VA Areas
EOE | Tobacco-Free Workplace