

BestDrive National Sales Manager

Your tasks

HOW YOU WILL MAKE AN IMPACT -

This position drives companywide sales strategy, manages key national and regional accounts, and leads the sales team to achieve revenue, profit, and market share growth. The role involves developing and executing strategic sales plans, supporting regional managers, and aligning initiatives with manufacturing partners and corporate leadership.

The National Sales Manager serves as the key liaison between sales, operations, and marketing—ensuring seamless communication, consistent execution, and exceptional customer experience across all markets.

Sales Leadership & Strategy

- Develop and execute annual and long-range sales and marketing plans to achieve company growth objectives.
- Lead, coach, and develop a high-performing team of regional and national sales representatives.
- Set measurable sales goals and monitor performance to ensure achievement of budgeted targets.
- Identify new business opportunities, market segments, and customer partnerships to expand market share.
- Oversee major national and regional accounts, ensuring customer satisfaction and retention.
- Analyze market trends, pricing structures, and competitive activity to guide strategic decision-making.
- Collaborate with leadership to define sales mix goals, pricing strategies, and promotional initiatives.
- Ensures company growth into vertical channels of PLT, CST as well as Truck Tire

Account Development & Customer Relations

- Manage relationships with key commercial fleet and national account customers.
- Support regional teams in acquiring and growing local and regional accounts.



Job ID

REF91031M

Field of work

Marketing and Sales

Location

Charlotte

Leadership level

Leading Leaders

Job flexibility

Hybrid Job

Legal Entity

Continental Tire the Americas, LLC

- Drive incremental sales opportunities with existing accounts through product diversification and value-added services.
- Represent the company at trade shows, industry meetings, and customer events to strengthen brand presence.

Product & Program Management

- Partner with tire manufacturers and suppliers to maximize sales incentives and product availability.
- Drive growth of preferred product lines and retread programs through focused sales initiatives.
- Work closely with the Operations and Procurement teams to coordinate tire orders, inventory, and logistics.
- Collaborate with Marketing to create campaigns, sales tools, and promotional events that align with strategic objectives.
- Partner with Managing Director and Finance Manager on pricing for products and services.

Team Development & Training

- Oversee sales training programs focused on industry knowledge, customer service, and product expertise.
- Mentor and motivate sales staff to meet and exceed performance standards.
- Support regional sales managers in performance evaluations, goal setting, and ongoing coaching.
- Ensure company sales policies, order processes, and delivery standards are followed consistently.

Reporting & Financial Management

- Develop and monitor sales budgets, forecasts, and profitability metrics.
- Analyze sales performance by region, channel, and customer type to identify growth and efficiency opportunities.
- Provide regular updates and reports to executive leadership on results, trends, and market dynamics.
- Manage expenditures within budgetary guidelines while maintaining strong return on investment.

Your profile

WHAT YOU BRING TO THE ROLE -

Education Requirements:

Bachelor's degree in Business,
Marketing, or related field (preferred).

Required Qualifications:

Strong understanding of commercial tire products, retread operations, and fleet services. Proven track record in developing and executing successful sales strategies. Excellent leadership, negotiation, and communication skills. Proficiency in Microsoft Office Suite and CRM systems.

5+ years of progressive experience in commercial tire sales or related industry; 7+ years preferred.

5+ years of experience managing multi-location or national sales teams.

Physical Requirements:

Ability to travel 40-60% nationwide.

Exposure to indoor and outdoor environments, with occasional lifting (up to 50 lbs) and extended standing/walking.

Compliance with all company and OSHA safety requirements, including the use of protective equipment when

required.

Legal authorization to work in the U.S. is required. We will not sponsor individuals for employment visas, now or in the future, for this job opening.

Our offer

The Perks -

- › Immediate Benefits
- › Robust Total Rewards Package
- › Paid Time Off
- › Employee Discounts, including tire discounts
- › Competitive Bonus Programs
- › Employer 401k Match
- › Diverse & Inclusive Work Environment

- › Hybrid Work (if applicable)
- › Employee Assistance Program
- › And many more benefits that come with working for a global industry leader!

EEO-Statement:

EEO / Disabled / Protected Veteran Employer. Continental offers equal employment opportunities to all qualified individuals, without regard to unlawful consideration to race, color, sex, sexual orientation, gender identity, age, religion, national origin, disability, veteran status, or any other status protected by applicable law. In addition, as a federal contractor, Continental complies with government regulations, including affirmative action responsibilities for qualified individuals with a disability and protected veterans, where they apply. To be considered, you must apply for a specific position for which Continental has a current posted job opening. Qualifying applications will be considered only for the specific opening(s) to which you apply. If you would like to be considered for additional or future job openings, we encourage you to reapply for other opportunities as they become available. Further, Continental provides reasonable accommodations to qualified individuals with a disability. If you need assistance in the application process, please reply to Careers@conti-na.com or contact US Recruiting at 800-821-2727. This telephone line and email address are reserved solely for job seekers with disabilities requesting accessibility assistance or an accommodation in the job application process. Please do not call about the status of your job application, if you do not require accessibility assistance or an accommodation. Messages left for other purposes, such as following up on an application or non-disability related technical issues, will not receive a call back.

Ready to drive with Continental? Take the first step and fill in the online application.

About us

BestDrive, a wholly owned subsidiary of Continental, is quickly becoming the top choice among commercial trucking fleets for our high-quality products and exceptional service. BestDrive Commercial Tire Centers specializes in providing fleet customers with innovative tire solutions including award winning Continental and General Tire brand products, innovative commercial solution products such as ContiPressureCheck, and a wide array of multi-brand truck tires to address all market segments. Since our founding in 2012, we presently have 25 locations throughout the United States and continue to rapidly expand our footprint throughout the country.