



50 Degrees North Ltd
120, Lonsdale Avenue
North Vancouver
BC, V7M2E8

<https://www.fiftydegreesnorth.com/us/careers@fiftydegreesnorth.com>

Sales Manager, North America

Department: Sales – North America

Reports to: CEO

Location: North Vancouver, Canada

Employment Type: Full-Time, Hybrid

Working Hours: 8 AM – 4 PM CST, Monday to Friday

About Us

50 Degrees North is a Nordic travel specialist with a global team of destination experts, designing authentic journeys across Norway, Finland, Sweden, Denmark, Iceland, Greenland, the Faroe Islands, Svalbard and the Baltic States. Our team's diverse backgrounds and genuine connections to the region ensure our clients receive honest, informed recommendations for every journey.

As a Certified B Corporation, we hold ourselves to verified standards of social and environmental responsibility. Joining our team means contributing to a way of doing business that takes that commitment seriously.

Our culture is built on respect, collaboration and a shared connection to the Nordic region. We offer opportunities for professional growth, flexibility across time zones and a team that genuinely cares about the work it does.

Position Purpose

The Sales Manager is responsible for leading the day-to-day performance of the North American sales team, ensuring excellent customer service, supporting team members to achieve sales targets, and contributing to the ongoing success of the business.

This is a highly hands-on leadership role. While responsible for supporting and developing the North American sales team, the Sales Manager is expected to remain actively involved in destination sales, assist the team during peak periods, and maintain a strong understanding of our products, customers, and sales processes.

The successful candidate will quickly build product knowledge and develop a strong understanding of our systems, customers, and ways of working. Success in this role comes from balancing leadership, coaching, and operational support while helping the team deliver exceptional customer experiences and achieve sales targets.

1. Sales Leadership and Daily Operations

- Lead, coach, and support the North American sales team to achieve individual and team sales targets.
- Provide day-to-day guidance to ensure high levels of customer service and sales performance.
- Work closely with the CEO to review sales performance, service levels, and team priorities.

- Monitor sales performance, conversions, and booking activity, identifying opportunities to improve results.
- Support the resolution of complex customer enquiries and travel issues when required.
- Coordinate leave requests and day-to-day team scheduling.
- Lead by example through active participation in destination sales.
- Support the team during busy periods by managing your own sales workload when required.
- Use customer feedback and first-hand sales experience to coach team members and improve performance.

2. Team Performance and Development

- Hold regular one-on-one meetings with team members to provide coaching, feedback, and support.
- Conduct regular team meetings to review sales performance, priorities, and business updates.
- Monitor individual and team KPIs and provide coaching to improve performance.
- Support the onboarding and training of new sales team members.
- Identify development opportunities and encourage ongoing learning.
- Share customer insights, market feedback, and competitor observations with the leadership team.

3. Relationship Management

- Build and maintain strong relationships with key travel advisors, agency groups and industry partners.
- Represent 50 Degrees North at trade shows, travel expos and industry events.
- Build a collaborative and client-focused culture within the team.
- Work closely with colleagues across Australia and Norway.
- Be flexible in assisting other business areas or markets as required.

Qualifications

Leadership and Coaching

- Previous experience leading, mentoring, or coaching a sales team.
- Strong interpersonal and communication skills.
- Organised, proactive, and able to prioritise competing demands.
- Leads by example with a positive and collaborative approach.
- Comfortable providing feedback and supporting employee development.

Sales Experience and Commercial Awareness

- Strong knowledge of the North American outbound travel market or similar sales environment.
- Demonstrated success in achieving sales targets and delivering outstanding customer experiences.
- Good understanding of sales processes, CRM systems, and performance metrics.
- Ability to analyse sales data and identify opportunities to improve results.
- Results-oriented with a strong customer focus.



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- Spanish language skills would be highly regarded.

Personal Attributes

- Customer-focused with a genuine commitment to delivering exceptional service.
- Strong problem-solving and decision-making skills.
- Able to work independently while collaborating effectively within a team.
- Adaptable and comfortable working in a busy environment.
- Committed to building an inclusive and supportive workplace.
- Comfortable learning new systems and technology.