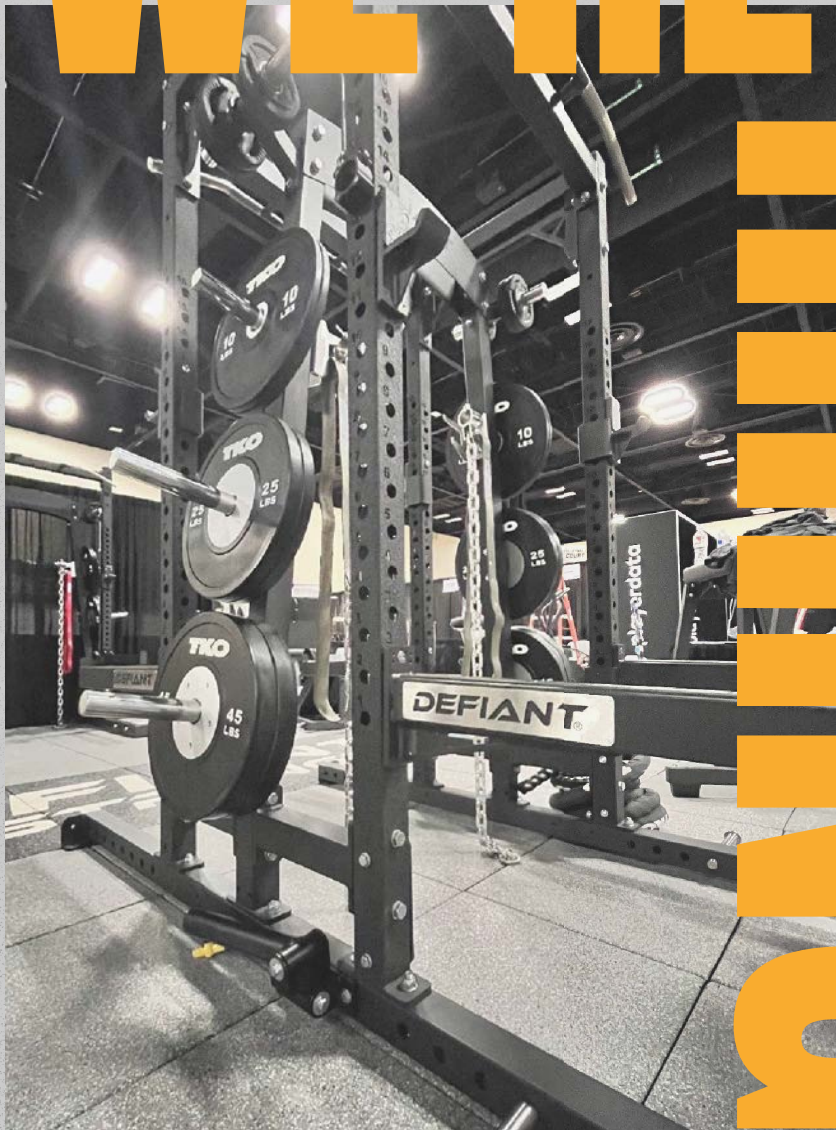


WE'RE

**MID-WEST
REGION**



HIRING

REGIONAL SALES MANAGER

- Client Acquisition
- Product Expertise
- Strategic Sales
- Market Insights
- Customer Support

Submit your resume to: sales@defiantstrength.com



DEFIANT[®] STRENGTH

Job Title: Regional Sales Manager – Mid-West Region

Location: Centralized within the Midwest Region (Preferred: Kansas City, MO or Indianapolis, IN)

About Us

Defiant Strength Inc. is a leading manufacturer of premium strength and fitness equipment, dedicated to empowering fitness professionals, athletes, and facilities with innovative solutions that elevate performance and promote healthier lifestyles. Known for our uncompromising quality, cutting-edge design, and exceptional customer service, we have built a trusted reputation across the fitness industry.

Defiant Strength – The Next Evolution of Athletic Performance.

Position Overview

We are seeking a dynamic, results-oriented **Regional Sales Manager** to drive growth and strengthen our market presence across the Midwest Region, including Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin. This role offers the opportunity to represent a premier fitness brand, cultivate long-term client relationships, and contribute directly to our continued success.

Key Responsibilities

Client Acquisition & Relationship Management

- Identify, engage, and secure new commercial clients through targeted prospecting, networking, and outreach.
- Build and maintain long-term partnerships to foster repeat business and client referrals.

Product Expertise & Demonstrations

- Deliver compelling presentations and hands-on demonstrations showcasing the benefits, features, and competitive advantages of our equipment.
- Act as a knowledgeable resource to educate clients and address technical or product-related questions.

Strategic Sales Execution

- Develop and execute a regional sales strategy to meet or exceed monthly and quarterly revenue targets.
- Partner with marketing to implement campaigns, generate leads, and drive regional brand awareness.

Market Insights & Reporting

- Monitor market trends, competitor activities, and client feedback to inform sales strategy.
- Provide regular performance updates, sales forecasts, and pipeline reports to leadership.

Customer Support & Retention

- Ensure a best-in-class customer experience from initial contact through delivery and installation.
- Serve as a liaison between clients and internal teams to ensure seamless project execution.

Qualifications

- Proven success in direct sales, preferably in the fitness, athletic performance, or related industry.
- Strong communication, negotiation, and interpersonal skills.
- Ability to build rapport with diverse stakeholders, from gym owners to corporate executives.
- Self-motivated, organized, and able to manage multiple priorities independently.
- Familiarity with fitness equipment and a genuine passion for health, fitness, and performance.
- Proficiency with CRM and sales tracking tools (HubSpot experience is a plus).
- Valid driver's license and reliable transportation.

What We Offer

- Competitive base salary plus an attractive commission structure.
- Comprehensive benefits package, including health insurance and retirement plan options.
- Ongoing training and professional development.
- Collaborative, supportive team culture.
- Exclusive employee discounts on Defiant Strength equipment.

Why Join Us?

At Defiant Strength Inc., we're not just manufacturing fitness equipment — we're redefining performance standards and helping clients achieve their highest potential. As a Regional Sales Manager, you'll have the opportunity to influence the growth of a premier brand while advancing your own career in an environment that values innovation, integrity, and excellence.

Application Process

If you're ready to elevate your sales career with a recognized leader in the fitness equipment industry, we'd love to hear from you. Please submit your resume and a brief cover letter highlighting your experience and enthusiasm for this role.

Defiant Strength Inc. is an Equal Opportunity Employer.

Industry: Wellness and Fitness Services

Employment Type: Full-Time