

GVM JOB DESCRIPTION: TERRITORY SALES MANAGER – NORTHWEST TERRITORY

EXECUTIVE SUMMARY

The Northwest Territory Sales Manager is responsible for implementing sales strategies and programs throughout their assigned territory. They will develop and implement the sales plan and maintain a customer relationship process in an effort to increase revenue and achieve lasting brand and customer loyalty. This means developing annual sales budgets, implement Distributor/Dealer sales programs for purchasing equipment and parts, developing Distributor/Dealer relationships to align with revenue goals, and adding additional distribution in areas currently not covered with existing network. This position reports directly to the National Sales Manager, AG Division.

KEY PERFORMANCE METRICS/GOALS

- Increase distribution sales volumes
- Manage assigned sales territory to increase our distribution channels in assigned territory (Northwest includes: IA, MN, MT, TX, AR, NM, SD, ND, NE, WY, WA, OR, and CA)
- Manage forecasting accuracy (budgets)
- Increase margins on new equipment and part sales
- Follow the documented sales process to effectively measure and manage the sales cycle for new and existing customers
- Manage time for prospecting new customers, sales calls, demonstrations, trade shows and association functions
- Increase market share
- Increase revenue by selling features and benefits rather than price

RESPONSIBILITIES

- Devise effective territory sales and marketing strategies
- Follow the sales process GVM, Inc. has established for best practices
- Prospect for new distribution channels within territory
- Extensive strategically planned travel throughout territory
- Present products and services to Distribution (new and existing), national accounts, prospects, and customers
- Conduct training on sales techniques and company product attributes with distributors sales force
- Discover sales opportunities through consumer research
- Utilize data management systems to effectively manage territory and communication with supervisor
- Develop a Performance Plan to be reviewed with supervisor quarterly
- Ensure customer satisfaction by working with each Distributors sales force to know the customer's current and future expectations
- Coordinates with supervisor to meet customers' needs and wants and to develop/enhance new and existing GVM manufactured products
- Engage with all Distributor Sales Teams to effectively understand and use our products and programs to attain acceptable market share levels
- Build and maintain customer relationships; including but not limited to attending industry trade shows, association meetings, and national account functions; conducting field demonstrations; attending training functions and open houses
- Develop relationships with large national and regional accounts
- Collaborate with Parts Manager to ensure customer expectations are delivered on time and accurately
- Monitor open orders for both equipment and parts sales for distributors within assigned territory
- Coordinate with Service Department to ensure customer satisfaction in regard to machine performance
- Maintain a positive and professional working relationship with peers, management, and support resources, with a constant commitment to teamwork and exemplary customer service