



Sales Manager

Reports to: Director of Sales and Marketing

JOB SUMMARY

The Sales Manager will lead employed Territory Managers and independent manufacturer representatives across the USA. The Sales Manager will hire, supervise, develop and mentor the sales team. A critical piece of the Sales Manager's responsibilities will be developing the long-term sales team. The Sales Manager will be expected to lead the sales team in a way that will optimize sales, market share and profitability.

- **ESSENTIAL FUNCTIONS**

- Leadership of Territory Managers and independent representatives
- Maximize sales from existing dealers and develop new dealers and new territories
- Strategically manage territory sales and promotion of broadening product lines with dealers
- Set and manage Territory Manager sales goals for assigned region
- Continuous liaison /feedback from region to Senior Management Team
- Accompany Territory Managers on regular dealer and customer visits
- Communicate sales processes and current/planned sales programs to Territory Managers and the appropriate dealer personnel
- Prepare periodic sales reports for dealers, end user visits, quotes, demonstrations, lost sales, etc.
- Participate in and promote central marketing activities such as corporate sponsored farm shows, training sessions, factory visits, etc.

- **OTHER FUNCTIONS**

- Attend and evaluate dealer customer events lead by Territory Manager such as workshops, farm shows, etc.
- Participate in strategic equipment demonstrations as led by Territory Manager
- Identify prospects and assist dealer in using the information to increase sales
- Develop and coordinate sales training programs in conjunction with Training Manager
- Initiate/implement corrective action plans as needed within assigned region
- Attend regularly scheduled training and management meetings
- Partner with marketing to develop and implement regional marketing programs and achieve/exceed goals of programs
- Other projects as assigned by Senior Management

- **REQUIREMENTS**

- Agricultural machinery background and familiarity with retail and wholesale distribution.
- Experience managing an independent sales representative team
- Experience in developing a sales team and dealer network
- 5+ years experience in sales management or marketing capacity with agricultural equipment manufacturer desired



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- Ability to travel 50-75% of the time with a valid drivers license, passport will be required for possible international travel
- Excellent negotiation skills and expertise knowledge in using finance to close sales
- Highly proven interpersonal skills
- Excellent problem analysis and problem solving skill set
- Proficient computer use including Microsoft Outlook, Word, PowerPoint & Excel

COMPENSATION AND BENEFITS:

Salary is commensurate with experience

Bonus/incentive plan based on achieving revenue targets and other assigned goals.

Vehicle provided

Laptop provided

Cell phone paid

Full benefits package to include holiday and vacation pay, medical, dental, vision and 401K