

TBEI

Job Description: **Director of Sales and Marketing – Ox Bodies Brand**

- Job Summary: Responsible for meeting customer needs by:
- Establishing and maintaining new and existing customers through company visits and contact calls. End-user pull through sales programs through our dealer network and territory managers.
 - Develops and implements strategic sales plans to accommodate Ox Bodies Brand sales goals
 - Training sales staff on products, demonstrations, and prospect calls
 - Directs sales forecasting activities and sets performance goals accordingly
 - Reviews and directs the market analyses to determine customer needs, price schedules, and discount rates.
 - Directs staffing, training, and performance evaluations to develop and control sales program
 - Directs channel development activity and coordinates sales by establishing sales territories, quotas, and goals
 - Advises marketing department regarding sales and advertising techniques
 - Assigns sales territory to sales representatives
 - Analyzes sales statistics to formulate policy and assist dealers in promoting sales
 - Directs product simplification and standardization by utilizing the 80/20 methodology to eliminate unprofitable items from our product line
 - Represents company at trade association meetings to promote product
 - Delivers sales presentations to key clients in coordination with sales representatives
 - Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.
 - Coordinates liaison between sales department and other sales related units.
 - Analyzes and controls expenditures of department to conform to budgetary requirements
 - Assists other departments within organization to prepare manuals and technical publications
 - Prepares periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion
 - Assist with product research and development
 - Monitors and evaluates the activities and products of the competition
 - Recommends budget, expenditures, and appropriations for research and development work
 - Directly responsible for the outside sales team.
 - Other duties as assigned

Tools Used: Computer, Laptop computer, MS Office (software), printers, copiers, fax machines, calculator, mobile telephone.

Environment: Office area and remote locations

Supervisory Responsibilities:

Ideal candidate will have management responsibility of the Inside Sales department, Outside Sales department and Parts department.

FLSA Classification: Exempt (Outside Sales)

Job Requirements:

1. Bachelor's Degree (Business/Sales/Engineering preferred) or equivalent experience.
2. Sales Leadership Experience (prefer 5-7 years minimum)
3. Experience with inside and outside sales teams and leading marketing teams
4. Experience with manufacturing products – preferably heavy metal/industrial
5. Keen knowledge of truck equipment a plus
6. Valid Driver's License with good driving record.
7. Ability to deal calmly and effectively with customers promoting positive company image.
8. Excellent communication, presentation skills.
9. Basic computer skills (Knowledge of Word, Excel, Access, & PowerPoint preferred).
10. Ability to travel 75-80% of the time.
11. Ability to attend and participate in required company meetings.
12. Must be a team player that maintains high integrity while meeting company goals.
13. Ability to train distributors as needed.
14. Knowledge of truck equipment industry preferred (major competitors, their products, and knowledge of distributor forecasting).
15. Technical knowledge preferred (in hydraulics, steel, various reports creation and calculations, Commercial Driver's License).