



Director of Sales

POSITION DESCRIPTION:

The Director of Sales is responsible for the development, growth, and management of all sales aspects of the Miller application business, including sales growth, dealer development and business management. They must be able to construct, organize, implement, and oversee wholesale and retail programs and any other related programs, floor plan and promotional programs.

This person will be responsible for setting and meeting various sales goals and other related objectives. They will develop, coordinate and oversee the sales budget and monitor the adherence and meeting of those budgets,

They will be responsible for and respond in a timely manner to all of the day-to-day activities to keep the sales organization working efficiently and effectively. This would include but not be limited to areas of service, warranty, sales and sales related activity.

The Director of Sales will also be responsible for the oversight of the Territory Managers, including but not limited to their territory activity, sales goals, dealer development, policy adherence and any other guidance as needed. The Director will spend appropriate time traveling with each TM so they can be trained as needed.

OPERATING ENVIROMENT:

The Director of Sales will work out of the St. Nazianz, Wisconsin office with appropriate travel in the territories as needed. The job will report to the VP of Sales. This person will interface with all functions of the company including customer service, shipping department, parts marketing, service department, product manager, credit department, engineering, and accounting department.

The position of Export Sales Liaison will report to the Director of Sales as well as all Territory Managers – including domestic and international.

PRIMARY JOB RESPONSIBILITIES:

- **Market Knowledge:**
 - A working knowledge of the types of customers, sizes of operations, and the potential for current and future Miller products

- Knowledge of the current Miller dealer organization's strengths and weaknesses
- Know the key competitors for each product and their primary strengths and weaknesses

- **Sales Growth:**
 - Responsible to meet or exceed the sales and market share goals as developed and assigned.
 - Promote and sell the company's programs, including
 - Ordering programs
 - Retail incentive programs
 - Dealer training seminars and schools
 - Dealer advertising and marketing efforts
 - Promote, assist and oversee implementation of any National or Regional Account program.
 - Recruit, develop, train and manage a strong team of talented sales and sales related specialists.
 - Includes providing coaching and leadership for team members
 - Taking action with Territory Managers or dealers who are not performing.

- **Dealer Development Plan:**
 - Understand the market potential and current dealers
 - Oversee a dealer development plan, which will grow the business in the territory, to include;
 - Evaluating current dealers and recommend actions for improvement
 - Recommending dealers for termination
 - Identifying prospective areas for new dealers
 - Assisting the dealer selection group in evaluating and assigning new dealers
 - Implement a strategy for continuous growth at existing and new dealers
 - Assist the TMs in the training and education of dealership sales personnel
 - Assist the TMs with dealer's product questions

- **Sales Promotion:**

- Assist the VP of Sales and Show Manager in determining which shows the company should participate in and evaluating the results of each show, and any future company commitment.
- Provide sales expertise, assistance and support to the VP of Sales.
- Attend a variety of trade shows within territories
- Assist the Marketing Director in determining the company co-op and national advertising program.
- Assist the VP of Sales in determining what sales programs are needed on products and why.
- Supply the VP of Marketing with competitive information including pricing, terms, sales promotions and pricing trends.

- **Business Management:**

- Meet or exceed the sales collection/retail sales plans as assigned by the VP of Sales.
- Maintain proper machine inventories at dealers
- Manage dealer accounts and assure that each TM is effectively assisting with collections and any past due accounts when necessary
- Make sure each territory is being managed in an efficient and profitable manner
- Work diligently to develop and maintain relationships with dealers in each territory.
- Make sure each TM is reviewing and submitting from each dealer, the required semi - annual business and action plans
- Oversee the completion and submission of dealer contracts, renewals and any other reporting procedures deemed necessary
- Conduct yourself in a professional manner at all times

- **Training:**

- Advise, gain approval and organize the types of training necessary for the TMs and Miller dealers to do your jobs.
- Advise the Product Manager and Service Manager regarding the training that is needed for the proper training of the TMs and dealers.

- **Communication:**



- Weekly Itinerary: The Director of Sales will complete a weekly itinerary for the upcoming week.
- E-Mail: The use of e-mail to relay specific information, questions or comments to and from the field is essential
- Complete any administrative assignments required
- Communicate and create interest and enthusiasm for the sales of application equipment.

Special Knowledge or skills:

- Basic knowledge of farmers, farm economics, agricultural and spray application equipment and wholesale and retail selling.
- Demonstrate industry and market knowledge.
- Implement needed plans to achieve increased sales and market share.

Education:

A college graduate with a business administration or agricultural degree or the equivalent experience.

A variety of computer skills are required.