

Master Overview of Territory Manager's Job Responsibilities and Description

POSITION DESCRIPTION:

The Territory Manager for the assigned geographic area will be responsible for the development, growth, and management of all of the Miller business, including sales growth, dealer development, and business management. The Territory Manager must have the ability to become knowledgeable of the assigned territory including;

- All Miller products and product lines
- Understanding the marketplace and potential for each product
- The capability of the existing dealer organization
- The competitive arena he/she will be operating in.

This person will be responsible for developing a professional dealer organization that is:

- Capable of growing the business by meeting and exceeding the sales plan.
- Financially strong
- Capable of superior customer service.

The Territory Manager will treat this territory as if it were his/her business and is responsible for input on marketing as well as product development that will support increased sales, improved inventory turns and exceed profitability goals.

OPERATING ENVIROMENT:

The Territory Manager will operate in the assigned geographic territory. The job will report to the VP of Sales and VP of Marketing. 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.

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 strengths and weaknesses
 - Know the key competitors for each product, and their primary strengths and weaknesses



Since 1899

Miller-St. Nazianz, Inc.
511 E. Main Street, P.O. Box 127
St. Nazianz, WI 54232-0127
ph: 920-773-2121 fx: 920-773-1200
www.millerstn.com

- **Sales Growth:**
 - Responsible to meet or exceed the sales and market share goals as assigned for this territory.
 - Promote and sell the company's programs, including
 - Ordering programs
 - Retail incentive programs
 - Dealer training seminars and schools
 - Dealer advertising and marketing efforts
 - Promote and assist in implementation of any National or Regional Account program.

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

- **Sales Promotion:**
 - Assist the Show Manager in determining which shows the company should participate in and evaluating the results of each show, and the future company commitment.
 - Recommend, manage, and attend trade shows within the territory
 - 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 (hard copy-not verbal) including pricing, terms and sales promotions.

- **Business Management**
 - Meet or exceed the collection sales plan as assigned for this territory.
 - Maintain proper machine inventories at dealers within the territory
 - Manage dealer accounts and assist with collections of past due accounts when necessary

- Operate the territory in an efficient and profitable manner
 - Work diligently to develop and maintain relationships with dealers in the territory.
 - Submit semi-annual business and action plans for each dealer
 - Review dealer action plans and market shares at least every six months
 - Complete and submit dealer contracts and renewals as required
 - Visit each dealer within the territory on a regular basis.
 - Conduct themselves in a professional manner at all times
- **Training:**
 - Advise the VP of Sales & Marketing about the types of training they feel is necessary for them and their dealers to do their jobs.
 - Advise the Product Manager and Service Manager of the training that they would like in (for) territory and assist them as needed in getting this accomplished, including key products, programs, and competitive information.
 - **Communication:**
 - This is a key ingredient of Territory Manager's job. The Territory Manager is expected to be a "Field Marketer", and act as the eyes and ears of the company. This person must be able to relay to the Sales Manager what is happening (good or bad) in the territory. Some of the tools used to do this will be:
 - Weekly Activity Report which will provide the Sales Manager a summary of the activity on the assigned territory, including dealer activity, retail activity, product issues, quality issues, competitive activity, and actions or assistance needed. This report will be completed in enough detail that the Sales Manager and the management team will understand what is happening in the field.
 - Weekly Itinerary: The territory Manager 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.

Special Knowledge or skills:

- Basic knowledge of farmers, farm economics, agricultural and application equipment, and wholesale and retail selling.

Education:

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

General Activities of Territory Manager

- New Dealer selection and sign-up process
 - Compile and keep current a portfolio of new dealer prospects
 - Through use of the "New Dealer Selection" form
 - Through use of internet and networking to generate new dealer prospects
 - Through potential dealer information provided by Miller management
 - Compile and keep current a portfolio of geographic areas that need dealer representation.
 - Contact the Sales and Marketing department to formulate the appropriate actions to follow-up and initiate new dealer sign-up
- Attend all appropriate trade shows and public displays where Miller needs to be represented
- Monitor and help maintain the dealer's needed credit level for adequate floor plan levels
- Coordinate dealer to dealer transfer and make sure they are recorded in St. Nazianz, WI
- Regularly coordinate and assist with dealer retail sales as needed
 - Organize and coordinate needed training with dealer sales persons, both in product knowledge and sales approach
- Travel territory regularly visiting dealer locations on a regular basis (i.e. several visits to dealer locations per year in addition to shows and other group or collective activities)
 - Administrative activities will at times require one day a week in an office
 - Justification will be needed to be spending, on a regular basis, more than one day a week in an office

 - With the above exception of office/administrative work, the position is one that involves travel on a regular and continuous basis within the territory.
- Stay current with all required administrative activities such as but not limited to;
 - Monthly sales projections
 - Monthly dealer inventory reports
 - Expense reports
 - Weekly activity report (if and when requested)
 - Training reports or required assignments
 - Participate and support weekly or bi-weekly conference/web calls
 - Completion, updating, sending New Dealer Selection reports on a regular basis.
- Address and coordinate all dealer questions and concerns



Miller-St. Nazianz, Inc.
511 E. Main Street, P.O. Box 127
St. Nazianz, WI 54232-0127
ph: 920-773-2121 fx: 920-773-1200
www.millerstn.com

- Complete as required dealer Strategic Business Plan and Action plans.
 - Follow-up on reported needs described in the Action Plan
 - Dealer associated action items
 - Needed Miller action in writing to appropriate persons
 - When appropriate, implement discussions as outlined by the “Discussion with a Miller dealer about performance” with a Miller dealer that is underperforming or is experiencing other negative issues.
- Keep dealer contracts current
- Where appropriate and reasonable strive to implement and have running at least one Targeted Marketing Agenda