

Territory Sales Manager

JOB SUMMARY:

Delta Waseca is seeking a strategic and innovative Territory Sales Manager that will be a key member of the team. The Territory Sales Manager is responsible for achieving sales targets in the upper Midwest with the key focus of this position being market share gains through existing and new customer acquisition. The Territory Sales Manager contributes towards the company's top line sales goals and will develop and refine effective tactics to achieve sales objectives.

The Territory Sales Manager will be responsible for all sales activities for the assigned territory which will require sales prospecting and direct selling. Key activities include communicating with new and existing customers to develop relationships and a better understanding of customer needs and creating and maintaining a sales plan that meets or exceeds assigned sales targets. Effective coordination and communication with the Production team will be required for planning, processing of orders and optimizing lead times and margins. The Territory Sales Manager will support the company's marketing strategy and sales initiative. The Territory Sales Manager provides input and support for marketing projects, market research, lead-generation campaigns and overall marketing strategy.

Company Information:

DELTA WASECA manufactures truck bodies in southern Minnesota and has for over 50 years. The company builds a full line of custom aluminum, "FRP" (fiberglass reinforced plywood), curtainside, dry freight, and refrigerated van bodies. We are widely known for our particularly rugged construction as well as fit and finish. With our partners Opus Mach and Equipment Innovators we are able to design and engineer industry leading products. Delta Waseca has spent the last few years developing a sales and marketing team that have led to territory expansion, additional engineered and designed products and record sales.

REPORTS TO:

Department: Sales

Primary: Director, Sales & Marketing

QUALIFICATIONS AND REQUIREMENTS:

- Minimum 2 years outside sales experience is preferred
 - Understanding of various commercial truck body applications
 - Deep understanding of direct-to-market B2B sales as well as truck body and equipment distribution channels
 - Proficiency with MS Office and proprietary software
 - Proficiency with web based applications including internet /email/ social media
 - Demonstrated history of exceeding sales goals
 - Bachelor's degree in Business Administration or equivalent from an accredited college or university, or equivalent experience
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ESSENTIAL FUNCTIONS:

- Develop and manage sales budget for assigned territory
 - Achieve monthly, quarterly, and annual sales and order backlog targets
 - Establish and manage sales account relationships within the assigned territory
 - Establish and qualify new leads using resources such as marketing materials, existing product portfolio and trade shows
 - Develop professional relationships with customers in person, over the phone and electronically
 - Provide input to pricing reviews
 - Provide support for marketing activities
 - Learn about new products and industry trends
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OTHER FUNCTIONS:

- Provide concise, weekly sales reports
 - Provide other on-time reports at Supervisor's request
 - Must supply and maintain quality and reliable transportation
 - All other duties as assigned by the Director of Sales & Marketing
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REQUIRED COMPETENCIES

- Team Player!
 - Very strong interpersonal, communication, and relationship-building skills
 - Strong attention to detail
 - Demonstrated assertive, tenacious, and results-oriented attitude
 - Strong analytical ability
 - Excellent follow-up and organizational skills
 - Self-starter
 - Adaptability to change direction quickly as business needs dictate
 - Ability to foster trust and respect among customers, team members and build relationships accordingly
 - Excellent vocal and written communication skills and demonstrate ability to adapt communication styles to audience
 - Ability to prioritize responsibilities, manage time effectively and meet deadlines accordingly
 - Displays original thinking and creativity; develops innovative approaches and ideas
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WORK ENVIRONMENT AND TRAVEL REQUIREMENTS

- Outside Sales Local Travel 80%
- Overnight Travel 20%