



## CORPORATION

### JOB DESCRIPTION

DISTRICT SALES MANAGER - (WEST COAST) FINN CORP

APRIL, 2011

---

#### **Primary Role:**

Achieve the financial and unit goals set for the sales department through direct sales and management of the outside distribution assigned. Report to the National Sales Manager.

#### **Primary Responsibilities:**

1. Day to day management of the distribution channel and direct sales inside the assigned region.
2. Direct the outside distribution channel for sales and marketing related issues. Provide the channel with all communication concerning the equipment pricing, model changes/ enhancements, operational knowledge, inventory lead times, competitive information, and deviations from the distribution agreement.
3. Management of all Finn provided leads so they are distributed in an organized routine manner. Require and monitor feed back – assure there is immediate follow up with unsold leads.
4. Develop Dealer Business Plans and goals for each outside distributor including direct territory – incorporate in distribution agreement and finalize by December 15. Review Distribution Business Plan each quarter and make adjustments to achieve goals.
5. Develop an annual distribution forecast. Manage an accurate rolling forecast that gives reliable visibility to production as to the dealer unit requirements for the next 30, 60, 90, and 180 days and report each first of the month for each dealer.
6. Work with distribution to track all retail sales and inventory - both dealer owned and IT - for each dealer on a monthly basis.
7. Support distribution in field for both training, sales visits, and trade shows.
8. Provide major role in presentation of annual dealer business meeting.
9. Establish a high profile presence on industry related committees and association.
10. Key member of sales management team. Involved and provide input on production, market plan, pricing, and sales structure strategy.

Travel requirements – approximately 60%.