



CORPORATION

JOB DESCRIPTION

DIRECTOR OF SALES- NORTH AMERICA - FINN CORP

APRIL, 2011

Primary Role:

Achieve the financial and unit goals set for the sales department through management of the direct sale territories managers and outside distribution sales managers. Report to the Sr. Vice President of Sales and Marketing.

Primary Responsibilities:

1. Management of the Inside Sales Team and the Distribution Sales Managers who are responsible for both management and performance of the distribution sales channel as well as limited direct sales through implementation of a disciplined sales process.
2. Direct the DSM's toward their management of the outside distribution channel for sales and marketing related issues. Provide the DSM's 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. Assist in the development of Dealer Business Plans and goals for each outside distributor – incorporate in dealer agreement and finalize by January 30 each year. Execute plans through management of DSM. Review Dealer Business Plan each quarter and make adjustments and action plans to achieve goals.
5. Develop an annual dealer forecast. Manage an accurate rolling dealer forecast as part of the sales process 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 DSM's to track all retail sales and inventory - both dealer owned and IT - for each dealer on a monthly basis.
7. Support dealers in field for both training, sales visits, and trade shows.
8. Provide major role in presentation of annual dealer business meeting.
9. Establish Finn presence on each state and local municipality bid list. Place and track all bids

Travel requirements – approximately 40%.