



Job Title: Regional Sales Manager
Department: Sales
Reports To: Director of Sales

SUMMARY

To represent Shur-Co, LLC with exemplary professionalism, integrity and energy and help our team and company continue to grow sales and market share. To promote and demonstrate Shur-Co as the ideal partner for transportation industry solutions by making on-site calls to fleets, dealers, and Original Equipment Manufacturers (OEM). Contribute to and protect the best interests of Shur-Co, LLC by performing the following duties and other duties which may be assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Willfully take “ownership” of Shur-Co’s sales and profitability growth in a geographic territory
 - Prospect, investigate and study the region, develop goals to maximize growth and a Strategic Plan to achieve those goals and execute that plan.
- Maintain a consistent level of high-quality communication with our existing customers ensuring our mutual success
- Prospect for customers through networking with existing customers, attending tradeshow, and reading trade publications
 - Establish credibility, build rapport
 - Perform needs analysis with prospective customer finding pain points that need to be addressed
 - Continuous relationship building
- Identify opportunities (products to fit unmet needs, improvement to existing products, improvements to existing processes)
- Education training (installation and maintenance) for fleets
- Sales training and support for Dealers

OEMs as assigned

- Create a vision in conjunction with OEM engineering team for Shur-Co, LLC products
- Have meaningful and consistent communication with the OEM sales team
 - Gain visibility into end user buying habits/trends
 - Obtain market and competitor information
 - Establish rapport and develop relationship as a resource (first call)
- When applicable, demonstrate aftermarket sales growth potential to OEM Parts department

Make necessary phone contacts and follow up for the purpose of selling and supporting Shur-Co, LLC products in order to:

- Close quotes
- Listen to customer complaints and work with the team on resolution
- Gather market intelligence (competition)
- Measure market climate
- Repetitive reinforcement
- Market surveys and studies (products, services, market location identification, and impact on company).

Communicate travel plan and goals of travel to supervisor through bi-weekly one-on-one meetings. Prepare monthly itineraries and monthly sales reports on a timely manner to include:

- Complete and relay weekly itineraries
- Summary of sales activity (Top overall, top gainers and top decliners) by Segment and Region
- Summary of daily sales call notes into CRM





Communication of gathered intelligence of regional competition positions and information and the communication of identifying new opportunities

Work Trade Shows regionally and nationally as assigned for the purpose of:

- Gathering Market intelligence
- OEM support, training
- Researching competition
- Identifying new competition
- Identifying new prospects
- Working the booth to sell and promote Shur-Co, LLC
- Investigating competitive designs and features and report on how, or if they would benefit Shur-Co, LLC.

Effectively dominate a selected market through their efforts by:

- Participation in development and execution of strategies and plans
- Providing a higher level of service
- Adding value
- Being involved in associations, fleet maintenance committees and regional trucking associations.
- Establishing a "who to call" type of atmosphere
- Entrenching deep into the organization at all levels

To represent Shur-Co, LLC in the highest professional standards.

To communicate with the Service Center Manager in their respective region, or regions, as to the direct impact of needs, and timing issues of their sales, and coordinate with that Manager, any needs for service and support, through that Service Center. (Installations, shipping dates, etc.)

- Communication as needed via. phone, e-mail, or fax.
- Relay gathered intelligence
- Inform Manager of sales, potential sales, problems, and successes that have occurred, or will occur in that Service Center.
- Account for any new customers and sales figures produced through their direct efforts and show confirmation of these reported sales with customer numbers and sales dollars generated on the form provided.
- Identify any needs a customer has that we do not supply at this time and report directly to the supervisor. (Identification of new products or services)
- Work with, and communicate with, the OEM specialist on the "team's" objectives for specifically assigned OEM's.
- Handle all warranty claims when in the field, promptly and through the proper channels and procedures.
- Be active in the quest to sell excess capacity
- Maintain data base (laptop)
- Assure regular maintenance of Shur-Co, LLC's vehicle and equipment and be able to travel as required to achieve all goals
- Attendance and dependability are essential job functions, you must report to work on time and accurately complete the daily duties assigned.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Digital literacy required.





EDUCATION and/or EXPERIENCE

Bachelor's degree (B. A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

LANGUAGE SKILLS

- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS

- Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry.
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY

- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

CERTIFICATES, LICENSES, REGISTRATIONS

Must have an unrestricted valid driver's license and a clean driving record.

PHYSICAL QUALIFICATIONS

- While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear.
- The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl.
- The employee must regularly lift and/or move up to 25 pounds and occasionally lift and/or move up to 100 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is occasionally exposed to wet and/or humid conditions; moving mechanical parts; high, precarious places; fumes or airborne particles; outside weather conditions; risk of electrical shock; and vibration.
- The noise level in the work environment is usually moderate.

