



Zoomlion Heavy Industry N.A., Inc.

Regional Sales Manager – AWP/MEWP

Department: Sales & Marketing Division

FLSA Status: Exempt

Grade/Level:

Job Type: Regular

Work Schedule:

Weekdays Monday through Friday. Hours flexible to meet business needs.

Job Status: Full Time

Reports To: Director of Sales & Marketing

Amount of Travel Required: 50-70%

Positions Supervised:

POSITION SUMMARY

Manages wholesale sales of new and existing AWP/MEWP product lines where technical knowledge is required in such areas as scissors lift, boom lifts, etc. and provides excellent dealer support.

ESSENTIAL FUNCTIONS

Reasonable Accommodations Statement

To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

Essential Functions Statement(s)

- Participate in and initiate sales and marketing campaigns to meet company short-term and long-term business plans, strategies, sales expectations and new product introduction that improve brand image, drive volume and ensure customer satisfaction.
- Develop and implement effective sales and distribution training program for company product lines, including features, benefits, performance and competitive products.
- Establish dealer distribution network in assigned region by contacting new or existing customers to discuss how specific products or services can meet their needs.
- Identify prospective dealers using business directories, leads from existing clients, participation in organizations, or trade show or conference attendance.
- Assist dealers to answer customer questions regarding products and to develop pricing and marketing strategies.
- Coach, influence and educate others as to the business aspects of product line sales and market responsibilities.
- Prepare sales presentations or proposals to explain product specifications or applications.
- Emphasize product features based on analyses of customers' needs and on technical knowledge of product capabilities and limitations.
- Visit establishments with dealer's sales people to assist with promotion of product sales.

- Select or assist dealers in selecting products based on customer needs, product specifications, and applicable regulations.
- Answer dealers' questions about products, prices, availability, or credit terms.
- Investigate opportunities and coordinate direct sales to national accounts.
- Prepare and submit wholesale sales orders.
- Maintain customer records, using automated systems.
- Verify that delivery schedules meet projected deadlines.
- Attend sales or trade meetings or read related publications to obtain information about market conditions, business trends, environmental regulations, or industry developments.
- Study and understand markets, customers and economics for product lines and report changes needed to meet customer needs.
- Collaborate with colleagues to exchange information, such as selling strategies or marketing information.
- Provide dealers with ongoing support in areas of technical, product, product performance, markets, pricing and competition.
- Stock or distribute resources, such as samples or promotional or educational materials.
- Demonstrate the operation or use of products.
- Provide feedback to product design teams so that products can be tailored to clients' needs.
- Consult with management regarding technical problems with products, specific market research, innovative solutions and identifies opportunities for product differentiation.
- Complete expense reports, sales reports, or other paperwork.
- Quote prices, credit terms, or other bid specifications.
- Inform customers of estimated delivery schedules, service contracts, warranties, or other information pertaining to purchased products.
- Advise customers on product usage to improve production.
- Arrange for deliver and testing of products or machinery.

POSITION QUALIFICATIONS

Competency Statement(s)

- Communication, Oral - Ability to communicate effectively with others using the spoken word.
- Interpersonal - Ability to get along well with a variety of personalities and individuals.
- Self Confident - The trait of being comfortable in making decisions for oneself.
- Tactful - Ability to show consideration for and maintain good relations with others.
- Ethical - Ability to demonstrate conduct conforming to a set of values and accepted standards.
- Honesty / Integrity - Ability to be truthful and be seen as credible in the workplace.
- Presentation Skills - Ability to effectively present information publicly.
- Business Acumen - Ability to grasp and understand business concepts and issues.
- Negotiation Skills - Ability to reach outcomes that gain the support and acceptance of all parties.
- Accountability - Ability to accept responsibility and account for his/her actions.
- Technical Aptitude - Ability to comprehend complex technical topics and specialized information.
- Sales Ability - Ability to use appropriate interpersonal styles and communication methods to gain

acceptance of a product, service, or idea.

- Relationship Building - Ability to effectively build relationships with customers and co-workers.
- Resilient - Ability to recover from, or adjust to, misfortune or setbacks.
- Initiative - Ability to make decisions or take actions to solve a problem or reach a goal.
- Customer Oriented - Ability to take care of the customers' needs while following company procedures.
- Enthusiastic - Ability to bring energy to the performance of a task.
- Assertiveness - Ability to act in a self-confident manner to facilitate completion of a work assignment or to defend a position or idea.
- Competitiveness - Willingness to strive to get ahead or to finish projects.
- Active Listening - Ability to actively attend to, convey, and understand the comments and questions of others.

SKILLS & ABILITIES

Education: Associate's Degree (two-year college or technical school) Required, Field of Study: Marketing, Business
Bachelor's Degree (four-year college or technical school) Preferred, Field of Study: Business or Marketing

Experience: 5 plus years of experience in AWP/MEWP Sales, Service, Product & Marketing
Prior experience with ERP systems a plus.

Computer Skills: Microsoft Office Suite which includes Outlook, Word, Excel, PowerPoint, etc. required;

Other Requirements: Able and willing to travel inside and outside the US as required.
Demonstrate excellent presentation, written, oral and interpersonal skills.
Able to understand the technical and practical aspects of heavy equipment and communicate the information clearly to varied audiences.

PHYSICAL DEMANDS

N (Not Applicable) Activity is not applicable to this position.
O (Occasionally) Position requires this activity up to 33% of the time (0 - 2.5+ hrs./day)
F (Frequently) Position requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs./day)
C (Constantly) Position requires this activity more than 66% of the time (5.5+ hrs./day)

Physical Demands

Stand	O
Walk	F
Sit	F
Manually Manipulate	O
Reach Outward	O
Reach Above Shoulder	O
Climb	O
Crawl	N
Squat or Kneel	N
Bend	O
Grasp	O
Speak	F

Lift/Carry

10 lbs. or less	O
11-20 lbs.	O
21-50 lbs.	O
51-100 lbs.	N
Over 100 lbs.	N

Push/Pull

12 lbs. or less	O
13-25 lbs.	O
26-40 lbs.	N
41-100 lbs.	N

Other Physical Requirements**WORK ENVIRONMENT**

Various work environments and conditions including dealers/distributors.

The company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the company reserves the right to change this job description and/or assign tasks for the employee to perform, as the company may deem appropriate.