



Zoomlion Heavy Industry N.A., Inc.

Sales Director – MEWP

Department: MEWP Sales

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: General Manager (Zoomlion NA)
Deputy General Manager (AWP Division)

Amount of Travel Required: up to 50%

Positions Supervised: MEWP Regional Sales Managers and Field Service Technicians

POSITION SUMMARY

Manages sales team, field service technicians and wholesale sales of new and existing product lines in North America where technical knowledge is required for Mobile Elevated Work Platforms, provides excellent dealer support and enhances Zoomlion branding in North America.

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)

- Develop the short-term and long-term business plan and team for MEWP product sales and support in the North American market. Implement the business plan with the team accordingly.
- Initiate and promote sales and marketing campaigns to meet company 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.
- Assist Sales Managers to establish dealer distribution network in assigned regions by supporting efforts to contact new or existing customers to discuss how specific products or services can meet their needs.
- Define, prioritize and plan the resources needed for sales/parts/service/training to be delivered on time and manage the execution.
- Motivate and train sales/after sales team to achieve work objectives and manage an intercultural team.
- Coach, influence and educate others as to the business aspects of product line sales and market responsibilities.
- Take full responsibilities for Zoomlion business development and operation in North America by leveraging the existing BU and the Zoomlion North America platform.

- Coordinate HQs in China and North American Market regarding latest technology trends, marketing situation and customer requirements.
- Visit establishments with salespeople to assist with promotion of product sales.
- Work closely with the sales & marketing team to continuously improve Zoomlion's after-sales system in North America.
- Support sales team to answer dealers' questions about products, prices, availability, or credit terms.
- Investigate opportunities and coordinate direct sales to national accounts.
- Allocate resources to accomplish goals.
- 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.
- Provide sales team and dealers with ongoing support in areas of technical, product, product performance, markets, pricing and competition.
- Work and communicate closely with the BU to achieve target goals.
- 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.

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

Experience: 10 plus years of experience in Heavy Equipment AWP/MEWP Sales, Service, Product &/or Marketing required
 5 years of leadership experience in a sales setting required
 Prior experience with ERP systems a plus.
 International business experience preferred.

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

Other Requirements: Able and willing to travel inside and outside North America 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		Lift/Carry	
Stand	O	10 lbs. or less	O
Walk	F	11-20 lbs.	O
Sit	F	21-50 lbs.	O
Manually Manipulate	O	51-100 lbs.	N
Reach Outward	O	Over 100 lbs.	N
Reach Above Shoulder	O		
Climb	O		
Crawl	N	Push/Pull	
Squat or Kneel	N	12 lbs. or less	O
Bend	O	13-25 lbs.	O
Grasp	O	26-40 lbs.	N
Speak	F	41-100 lbs.	N

Other Physical Requirements

WORK ENVIRONMENT

Various work environments and conditions including dealers/distributors.