



**Zoomlion Heavy Industry N.A., Inc.**

## **Sales Manager - Mobile Crane**

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**Department:** Sales & Marketing Division

**FLSA Status:** Exempt

**Job Type:** Regular

**Job Status:** Full Time

**Reports To:** Sales & Marketing Regional Manager and Mobile Crane BU

**Amount of Travel Required:** 50-70%

**Positions Supervised:** None

### **Work Schedule:**

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

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### **POSITION SUMMARY**

Responsibility of promotion of an assigned Zoomlion product line and market coverage within a defined sales region. Develops and manages a wholesale distribution channel and/or key accounts for sale of new and existing mobile crane product lines. Providing sales and support excellence is a requirement.

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### **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 and initiate sales and marketing campaigns in alignment with company short-term and long-term business plans, strategies, sales expectations and new product introduction that improves brand image, drives volume and ensures customer satisfaction.
- Develop and implement effective sales and distribution sales 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/key accounts using business directories, leads from existing clients, participation in organizations, or trade show or conference attendance.
- Assist dealers/key accounts 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 dealers'/key accounts' sales people to assist with promotion of product sales.
- Select or assist dealers/key accounts in selecting products based on customer needs, product specifications, and applicable regulations.
- Answer dealers'/key accounts' 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 and 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/key accounts 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.
- 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.
- 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.
- 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:** 10 plus years of experience in Heavy Equipment Sales, Service, Product &/or Marketing  
Prior experience with ERP systems a plus.

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

### Certifications & Licenses:

**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.

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