
POSITION: Dealer Channel Director
LOCATION: Remote US
CLASSIFICATION: Exempt
REPORTS TO: Executive Vice President of Sales

POSITION DESCRIPTION

Drive revenue, market coverage and profitability through the growth and performance of dealer partners. Manage partner lifecycle including recruitment, onboarding, enablement, co-selling and expansion while aligning dealer plans to company goals. The Dealer Channel Director is responsible for managing a small support team. The objectives of the Dealer Channel Director are accomplished by promoting, demonstrating and selling Somero's range of products globally and by making the most out of Somero's training, business and sales practices and methodology. The Dealer Channel Director will effectively work with other departments within Somero to promote revenue growth and achieve annual goals as established by the Company.

PRINCIPAL ACCOUNTABILITIES

- Build and execute territory/segment growth plans for dealer partners
- Identify, recruit and qualify new dealers including negotiating agreements and targets
- Onboard and enable partners on product, pricing and sales plays
- Develop joint business plans (JBP), quarterly reviews and pipeline forecasts
- Lead co-marketing and demand generation programs; manage Market Development Funds (MDF)/Co-op funds
- Optimize assortments, pricing and incentive structures with Sales and Finance
- Improve partner readiness including certifications, training and sales tools adoption
- Analyze performance including sell-in, sell-through, margin, mix and course-correct when needed
- Coordinate deal support
- Monitor compliance, contract terms and brand standards
- Surface market insights to Executive Leadership Team (ELT)
- Cultivate relationships with current dealers and customers and generate net new business for Somero equipment
- Coordinate marketing, training and sales support for dealer group within the territory
- Evaluate dealer performance versus established objectives and promote continuous improvement in the group
- Utilize the Somero 10 step selling approach when presenting Somero products
- Coordinate with other departments to maintain current, accurate dealer contact documents
- Orchestrate, execute successful demonstration and training events per Somero process
- Work with the sales administration department to properly develop sales proposals
- Cultivate and nurture relationships with owners, operators and dealers to facilitate information flow
- Administrate Goldmine Customer Relationship Management (CRM), marketing and other related software systems to support sales activity and reporting
- Maintain customer records and sales forecasts in Goldmine Customer Relationship Management (CRM) system per Company requirements
- Work collaboratively with customer support representatives, dealers, Territory Managers and Vice President of Sales to maximize Somero representation
- Attend trade shows, dealer events and company sales meetings as required by the Vice President of Sales
- Submit accurate reports as requested by management
- Maintain and turn in timely, accurate and reasonable expense reports
- Communicate any needed information to affected departmental manager
- Execute travel while operating within a pre-established budget



- Ability to work safely in office, production facility and job site environment

ATTRIBUTES

- Excellent verbal, written and presentation skills
- Self-motivation and ability to work with or without direct supervision
- Ability to conduct effective training sessions and interface with business owners
- Highly organized with strong administrative skills
- Ability to take direction and learn from mentoring opportunities
- Ability to work as a team player by presenting and communicating benchmark methods
- Ability to solve problems using existing systems and processes with effective analytical skills
- Professional with ability to be a strong leader
- Capable of identifying and developing processes and process improvements
- Ability to understand technical and non-technical documents relating to operating, maintaining and repairing equipment
- Maintain a positive attitude in high-pressure situations
- Strong data analysis and data management skills
- Ability to effectively deal with people at different organizational levels both inside and outside the company
- Ability to identify and resolve problems while handling multiple tasks

EDUCATION/EXPERIENCE

- 3-5 Years direct sales experience required
- 5 Years+ capital equipment sales experience required
- 2-4 Years construction industry experience and/or equivalent required
- 5-10 years of dealer management experience required
- Excellent computer skills required
- Must possess a valid driver's license
- Must have knowledge/experience towing an enclosed trailer

WORKING CONDITIONS

- Significant travel up to 90%
- Ability to work extended hours as business needs dictate

JOB DESCRIPTION ACKNOWLEDGEMENT: I have received, reviewed and discussed any questions I may have had about this job description prior to signing this form.

PRINTED NAME: _____

SIGNATURE: _____

DATE: _____