



Job Description

Job Title: Sales Manager

Department: Sales and Customer Service

Reports to: Todd Mattson

FLSA Status: Full-Time, Non-Exempt

Date: 11-4-2015

Job Summary:

You are responsible for delivering the Pro-Line 'Brand Experience'. You win the hearts of our customers by developing and maintaining strong and profitable relationships with them. You are the primary external representative and convey a sense of passion, innovation, and expertise in everything we do.

You take ownership of the Sales team, leading the team in setting the long-term sales strategy along with short-term tactical sales goals and plans. You develop, maintain, and improve sales systems and programs. You are an integral part of the management team and act with the highest level of honesty and integrity while supporting your fellow leaders in making strategic and tactical decisions.

Sales Manager Responsibilities:

- Lead the Sales team to achieve the Sales objectives. Includes developing plans and budgets, setting goals, communicating job expectations, monitoring performance, enforcing policies and procedures, coaching, and developing the people on the team.
- Deep knowledge and understanding of our customers' needs and how our products address those needs. You and your team keep your finger on the pulse of the market at all times. This includes completing surveys to gather information about the competition, pricing strategies, product trends and drawing conclusions and suggesting adjustments to keep our brand competitive and strong in the market.
- Develop a strategic sales plan that supports the long and short term goals and objectives of Pro-Line. You collaborate closely with Marketing.
- Develop annual sales plan and budget including sales quotas for regions, field sales action plans, projected sales volume and profit for existing and new products.
- Drive the annual sales plan and budget to meet revenue and profit goals monitoring progress throughout the year (monthly). Analyze variances and initiate any changes or corrective actions to make sure the goals are met.
- Throughout the year, identify sales opportunities by analyzing trends and results and recognizing consumer requirements while monitoring markets and competition.



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- Effectively communicate with the leadership team informing and updating them regularly on product inputs/ideas, distributor/dealer feedback and market trends.
- Remain informed of inventory sales trends; and works with operations to develop strategies for aged products.
- Conduct on-site presentations, seminars and training that promote the value of the products, the features and our leadership of innovation in RC aftermarket accessories.
- Investigate and resolve customer's problems related to service or product quality issues.
- Update job knowledge by participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional organizations.

Working Conditions:

- Variable work environment: Work is conducted both indoors and outdoors.
- Several hours per day may be spent operating a motor vehicle.
- Appearance at all times must represent the company image.
- Office may have fluorescent lighting and air conditioning. Noise level is usually moderate to loud. Occasional lifting of up to 50 lbs. Exposure to the environments of customer facilities. Fast-paced environment: subject to numerous schedule and priority changes.

Job Skills and Requirements:

- Bachelor's Degree in Business, Marketing, Sales or related field preferred.
- Experience in RC car industry with a good sense of RC product and market.
- Must present and communicate in a professional manner with a high level of integrity and honesty.
- Excellent verbal and written communication skills and good math skills.
- Strong persuasive and interpersonal skills and a sales aptitude.
- Ability to listen, understand, identify and meet customers' needs and requirements.
- Must be a self-starter and a problem solver, strong time management and planning skills.
- Must possess a valid state motor vehicle operator's license with clean driving record.
- Must have reliable transportation.

*These duties are not exclusive and with consideration of the job requirements and employees skills, this job description can be added to or taken away from at the discretion of the employee's immediate supervisor.