

**Regional Sales Manager -
Alaska, Washington, Oregon, Idaho, Montana, Wyoming, Utah, Colorado**

Territory: AK, WA, OR, ID, MT, WY, UT, CO

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Reports to: Western Sales Manager – North America

Company Profile

Located in the heart of Central Minnesota, Virnig Manufacturing has been designing and producing skid steer loader attachments since 1989. From engineering and cutting raw materials to machining, welding and painting the finished product, all steps of the manufacturing process are done in-house. Today, the family-owned and operated business has grown into a premium attachment manufacturer supplying North America and beyond. By integrating the latest manufacturing technologies and using top-of-the-line materials, Virnig has distinguished themselves as a cut above the rest in the manufacturing industry.

Job Summary (AK, WA, OR, ID, MT, WY, UT, CO)

Plan, direct and implement business initiatives and supporting action plans for Virnig Attachments dealer organization and select strategic accounts within an assigned district in order to maximize sales potential and dollar share of Company attachment line for the Virnig Attachment brand. Serve as district sales lead by directing and coordinating the dealer support efforts of all internal team members in order to obtain the goals and objectives for assigned district. Perform research to identify district needs and opportunities of both short and long-term objectives, including but not limited to, the proper execution of channel and dealer development.

Duties and Responsibilities

- Channel Development: Identify high potential markets; locate, recruit, establish and develop dealers in these markets. Facilitate the establishment of full Company product line representation.
- Dealer Development: Assist and develop both current and new dealers with the implementation of sound business initiatives (retail sales, rental, service support, inventory planning, training) and act to assist in the implementation of established initiatives.
- Retail Development: Establish retail sales goals and inventory targets for equipment based on industry potential, sales and dollar share goals for assigned district.
- Complement dealer rental goals through the support, promotion and sale of Company products to independent rental accounts and select Company approved strategic accounts.
- Perform annual business reviews with the contracted dealer organization in order to fully develop dealer priorities for attainment of area goals and objectives. Fully document non-performance and develop corrective action plans in order to improve dealer performance.
- Communicate Company policies and procedures to dealers and assure compliance to the Virnig Agreement(s) and Terms Schedule(s).
- Assist dealer personnel in retail sales calls, instruction of customers concerning service, applications, maintenance and safe operation of Company products.
- Report customer complaints to Service and assist in follow up to provide customer satisfaction. Consult with dealers, recommend and influence change which lead to increased customer satisfaction.
- Develop and disseminate market information and suggest solutions to problems regarding product types, trends, competitive market share, specifications, and state and local restrictions. Collect and analyze data on end user requirements, industry trends and competitive activities for product recommendations.
 - Aid dealers and product management, including input on product applications and product bid specifications.
 - Develop and participate in conducting new product introductions, dealer/customer product information meetings, demonstrations, and trade shows.
 - Development and facilitation of product and application-based training programs. Support the Product Managers and Product & Training Specialists with Virnig training material creation, specifically with focus on competitive positioning statements and applications.

- Mitigate Company risk and exposure by working closely with Credit and Collateral Management with potential “high risk” accounts.
- Establish and maintain accurate sales goals for management to assist in proper production planning and inventory control.
- Maintain expenses within operating budgets and develop travel schedule to efficiently cover all dealers on a regular basis while keeping costs to a minimum.
- Maintain dealer files to include all pertinent dealer correspondence, dealer plans and performance discussions.
- Establish effective relationships and collaborations with other departments (Marketing, Customer Service, Production, Engineering, Finance, etc.) to address key business issues and opportunities.

Requirements

- Education and/or experience with agriculture and construction equipment and parts, especially skid & track loaders and compact tractors helpful.
- Strong computing skills including experience with Microsoft Office required. Familiarity with CRM applications is highly valued.
- Bachelor’s Degree in Marketing or related business area preferred. Consideration given to successful progressive experience.
- Ability to travel for trade shows and key account visits with the outside sales team.
- Proficient in interpersonal and communication (verbal & written).
- Residency within the territory preferred

Skills

- Demonstrated ability to achieve sales plans.
- Proven business analysis and judgment with the ability to proactively manage business and P&L to meet objectives.
- Exceptional negotiation skills.
- Ability to build positive working relationships, both internally and externally.
- Ability to effectively present information and negotiate with all levels of management.
- Demonstrated strong oral and written communication skills.

Benefits

- Family owned and operated with a team-oriented culture. Success is achieved by working together.
- Paid time off
- Health insurance
- Holiday Pay
- Dental insurance
- Life and Disability Insurance
- 401(k) including employer match
- Salary dependent on experience and capabilities.

Travel

- 50% minimum overnight travel required
- Select meetings and shows (example, ARA, ConExpo, Sales Meeting, etc.)

VIRNIG MANUFACTURING IS AN EQUAL OPPORTUNITY EMPLOYER

All qualified applicants will receive consideration for employment without regard to race, color, creed, religion, sex, national origin, marital status, familial status, pregnancy, sexual orientation, age, disability, military service, veteran status, gender identity, status with regard to public assistance, or any other class protected by law. The company provides reasonable accommodations to applicants with known disabilities, unless doing so would cause undue hardship for the Company.