



JOB DESCRIPTION

Job Title: Regional Sales Manager – ECCO/Truck-Lite
Department: Sales
Reports to: Director of Sales
FLSA Status: Exempt

Job Summary

The Regional Sales Manager is responsible for increasing sales in the most effective manner for the assigned territory for the ECCO and Truck-Lite product lines. This includes seeking out new account opportunities, designing comprehensive product packages that meet customer needs, managing customer accounts, and maintaining awareness of current market trends and competition. Regional Sales Managers are champions of the products they sell and are expected to be fully knowledgeable of the features, functionality, customer benefits, and competitive impact of those products.

Essential Responsibilities and Functions

- Represent ECCO and Truck-Lite product lines in a professional and upstanding manner to promote sales growth and a positive reputation within the territory
- Directly interface with existing and potential customers through various means to promote and sell ECCO and Truck-Lite products and/or services
- Drive continuous sales growth and attain expected margins for assigned territory
- Represent the company at various customer visits, trade shows, seminars, community and/or business meetings to promote the company; interface directly with customers' corporate management/field personnel
- Coordinate the accurate input and processing of purchase orders with customer service and operations
- Obtain and manage bids and special pricing for customers within the territory, negotiating and obtaining appropriate approvals
- Conduct training activities on a continuing basis for distributors' sales people
- Develop intimate knowledge of the end users and distribution channels within the territory
- Oversee the "test and evaluation" program with major accounts
- Stay current on and provide all product pricing information, product operation, and new product training
- Complete reports monthly on the status of the district in the areas of success, failures, needs, and other areas as assigned
- Actively participate in the establishment of budgets
- Continually update customer database
- Perform other related duties as assigned

Qualifications to Succeed

- Bachelor's degree in marketing, sales, business, or related field or equivalent years of experience
- Minimum of 2 years of related experience in sales
- Experience working with wholesale distribution, key accounts, and manufacturers rep agencies



- Ability to build strong business relationships with individuals at any level of the business, internally and externally, and from many diverse professional and cultural backgrounds
- Experience using CRM systems and maintaining up-to-date customer contact and opportunity information to be used in production forecasting
- Exceptional communication and collaboration skills; ability to communicate clearly, professionally, and personably in both written and verbal communication channels; ability to participate in and facilitate group meetings
- Excellent time management, prioritization, and organizational skills
- Strong ethics and integrity
- Independence and motivation to seek out new sales opportunities and grow the sales territory with little direct supervision
- Proficiency with virtual meeting platforms, such as Zoom, Microsoft Teams, etc.
- Computer literacy and familiarity with Windows and Microsoft applications including Outlook, Word, PowerPoint, and Excel
- The independence and ability to continually improve product knowledge and skillset
- Valid driver's license with good driving record
- Ability to travel up to 75%

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by a Team Member to successfully perform the essential functions of this job.

While performing the duties of this job, the team member is regularly required to talk or hear. The team member frequently is required to stand, walk, use hands to feel or handle, and reach with hands and arms.

The above statements are intended to describe the general nature of work performed by the team members assigned to this job. All team members must comply with Company policies and applicable laws.

We do not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.