

**POSITION:** U.S. Sales Director

**LOCATION:** Corporate

**REPORTS TO:** Sr. Vice President Sales & Marketing

**FUNCTIONALLY REPORTS DIRECTLY TO:** Same

**SUPERVISES:** N/A

**BASIC FUNCTION:**

Develops and implements U.S. sales strategy and tactics for achieving and maintaining business financial objectives. Directly manages U.S. sales team. Implements channel management strategy.

Also responsible for developing and implementing best practices including: sales pipeline, new compensation model, training/development, inside sales process, CRM system, reporting and analysis and other tools and processes. Role is a blend of strategy and execution. Key leader for revenue growth.

%	DUTY
50%	<ul style="list-style-type: none"><li>• <b>Growing Sales Revenue</b><ul style="list-style-type: none"><li>• Ensures the maintenance of existing accounts through account management planning and sales methods to optimize the quality of service, business growth, and customer satisfaction.</li><li>• Ensures that continuing contacts are made and that proper sales support is provided.</li><li>• Personally spends time calling on key accounts.</li><li>• Leads development of account plans.</li><li>• Communicates and negotiates internally and externally using appropriate methods to facilitate the development of profitable business and sustainable relationships.</li><li>• Works closely with Logistics to insure customers are sufficiently supplied with product at the most reasonable delivery cost.</li><li>• With marketing input, sets and implements pricing policies, including quantities, terms and conditions of sale, resale discounts, and specific distributor geographical guidelines.</li><li>• Provides ongoing needs analysis, goal setting and program implementation.</li><li>• Continually evaluates our distributor network to look for areas of improved coverage.</li></ul></li></ul>
25%	<ul style="list-style-type: none"><li>• <b>Implementing Functional Best Practices</b><ul style="list-style-type: none"><li>• Identify, prioritize and implement best in class sales practices as outlined above.</li></ul></li></ul>
5%	<ul style="list-style-type: none"><li>• <b>Monitoring &amp; Reporting</b><ul style="list-style-type: none"><li>• Record, analyze, report, and administers according to company systems and requirements.</li><li>• Monitors and reports on market and competitor activities and provide relevant internal reports and information.</li></ul></li></ul>

- 5% • **Planning & Organizing**
  - Establishes budget for accounts and ensures budgeted goals are achieved.
  - Works with business and marketing management to study and develop sales and marketing strategies to support selling to national accounts.
  - Formulates and recommends policies to ensure effective distribution and inventory systems are in place to service accounts.
- 5% • **Leading / Managing**
  - Manages product, pricing, and margins according to acceptable goals.
  - Leads 5-10 person sales team.
  - Aids in directing field sales to key customers in their geographic area of responsibility.
  - Aligns territories and sales coverage.
- 5% • **Communicating**
  - Responsible for coordinating, implementing, and evaluating sales communications to our distributors.
  - Participates in conventions and association meetings as required. Communicates details of distributor contacts internally.
  - Responsible for leading training efforts at distributors in accordance with market plans and objectives.
- 5% • **Evaluating & Decision Making**
  - Determines a distributor's role: Exclusive, Non-exclusive, geography covered, commission agent or re-seller.
  - Ensures that adequate distributor networks exist to provide the necessary sales coverage for the company's products.

**100% Total**

**WORK CLIMATE:** (This should reflect what are the basics required for the job, not the person in the job.)

Office environment. Travel required up to 50% of available time.

**REQUIRED SKILLS, ABILITIES & TALENTS**

**Organization**

Strong organizational skills are a must in this position. The ability to balance multiple tasks and problems simultaneously is required. Must be able to prioritize issues effectively.

**Communication**

- Verbal       Written       Verbal & Written

Advanced verbal and written skills required to convey the needs of the company to our customers. Must be a very competent writer of business letters, communications, and proposals.

**Cooperation**

Must be able to get along well with others and be a team player.

**Problem Analysis**

Should be able to understand profit and loss calculations and basic business finance. Must be able to identify customer problems and match company solutions.

**Creativity**

Should possess the ability to view a problem or opportunity from many angles and develop positive solutions to benefit both the company and the customer.

**Computer**

None       Proficient       Extensive Skills

Be specific: Must be adept in use of MS Windows 98 and later, particularly Excel, Word, e-mail, and Internet.

**Other**

**KNOWLEDGE AREA**

This position requires a senior level sales leader that is mature, credible, and comfortable operating at multiple levels within customer organizations. Strong leadership skills are a must. This position requires a reliable, tolerant, and determined individual who is well presented and business-like. Must be sufficiently mobile and flexible to travel up to 50% of available time. Superior written and verbal communications are a must as well as success and experience managing major customers reflecting genuine sales development.

**MINIMUM REQUIREMENTS**

**A. Equivalent Education Level Required**

None       GED/High School Diploma       College Degree  
 1-5 Years Experience       5+ Years Experience

**B. Experience Required**

Ideal background would be 15-20 years of sales or marketing experience in minerals or a related field with at least 5 years of previous sales management. Must have implemented sales best practices previously.

**C. Knowledge Required**

Well developed selling skills with extensive knowledge in advanced negotiation theory is necessary. Company processes and product knowledge required. Expertise in sales best practices a must.

**D. Special Skills**

Someone who is self-driven, results oriented with a positive outlook, and a clear focus on high quality and business profit. A natural forward planner who critically assesses their own performance. Regarded as leader with strong interpersonal skills.