



Sany America Inc.

Job Title: VP of Sales

Detailed Job Description:

VP of Sales will operate out of the Sany America Facility in Peachtree City, Georgia and will report to the President. VP of Sales will be responsible for managing daily operations for the Sales and Marketing Department.

Key responsibilities and accountabilities:

- Design, implement and facilitate sales plan for the company. Responsible to meet or exceed sales volumes established for the business.
- Responsible for the establishment of both annual and monthly sales objectives in coordination with the company's business plan, and providing quarterly updates, revisions and modifications to the plan.
- Forecasts long-term and short-term business opportunities for the company.
- Prepares long-term sales strategies and strategic plans for the company.
- Responsible for the successful management of the needs of the company's customers in order to meet the objectives of the company's overall business plans and strategies.
- Develops tools and programs that enable the dealer development activities.
- Analyzes sales statistics to formulate policy and to assist sales personnel in promoting sales.
- Reviews market analyses to determine customer needs, volume potential, price schedules, and develops sales campaigns to accommodate goals of company.
- Track quarterly continuous improvement data and presents data at management review meeting.
- Represents company at trade shows to promote products, as assigned
- Provide leadership and management of all sales activities and business activities.
- Oversee the hiring, training, coaching and performance evaluation of all sales personnel.
- Develops key managers at a dealership with skills and competencies to lead them toward business growth
- Must be able to travel as needed.

Essential Skills and Experience:

- 10+ years sales experience in the construction industry, and 5+ years experience in sales management is required
- Bachelor's degree required. MBA preferred
- Knowledge of dealer/distributor channel
- Proven track record of providing leadership to a national sales force with a history of delivering exceptional results
- Has developed and executed tactical sales plans including budgets and account objectives.





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- Analytic capability to measure and analyze sales and marketing activities.
 - Superior business acumen with demonstrated abilities to align sales strategy and tactics with the business strategy, both with short-term and long-term goals.
 - Leverage the best business practices.
 - Strong communicator who thrive in a dynamic work environment.

