

## **Job Description – National Manager , Business Development**

### **Reports To**

CEO

### **Summary**

The purpose of this position is to ensure that the identified new products, (ex: *immediate term – PrimeAlux; intermediate term – coil stock, Alpin Windows*) channels (*builder, lumberyard, e-commerce; home center*), and regional targets (*SW, W U.S.*) are defined with supporting tactical action plans to drive business development. This includes, but is not limited to assigned national, regional and territory builder/new construction channel objectives within the corporate business framework are met or exceeded. This will be accomplished by securing, developing and managing key builders, builder subcontractor/applicator, architectural design and specification accounts while developing and implementing the defined sales and marketing strategies. This position will also own and manage all related performance and service metrics for the assigned accounts.

### **Direct Reports**

- This position will have dotted-line reporting responsibilities for all assigned channel specific and existing/future regional and territory sales associates.

### **Job Duties**

- Achieve or exceed assigned sales/profit goals.
- Define market, channel and product opportunities for business management recommendation, with supporting research and analysis.
- Prepare the annual business/territory plan with detailed customer and by SKU forecast, with quarterly updates.
- Identify, build and maintain relationships with targeted accounts to directly influence profitable product sales.
- Manage day-to-day contact with assigned accounts, acting as the key liaison between the external customers and Development, Marketing, Customer Service, Manufacturing and Operations.
- Effectively execute all sales programs ensuring appropriate management of the order-to-cash process.
- Secure required key account/target account information for entry and maintenance via CRM tool.

- Communicate and coordinate prescribed sales and marketing programs according to defined guidelines.
- Prepare and conduct high-level sales presentations to assigned account executives.
- Maintain extensive product knowledge training sessions with internal and external customers, (as appropriate, utilizing supplier representatives).
- Assume subject matter expert role within national and regional industry organizations as board and sub-committee lead (ex: *NAHB, AAMA, AFA, Habitat for Humanity, BILD, ASID*)
- Attend and present business unit products and services at industry conventions and trade shows.
- Complete understanding of decision-making process for product placement and forecasting with all builder accounts.
- Ability to develop a Builder/New Construction; Lumberyard; Supply Center, e-commerce channel strategies to integrate SHAPES Unlimited sourced (ex: *PrimeAlux*) and manufactured products into a comprehensive offering to maximize product sales and profit.
- Coordinate program initiatives at regional and branch levels to maximize sales penetration.
- Coordinate regional and local channel training initiatives.
- Work with Marketing to maximize exposure and participation at trade shows, industry associations and philanthropic endeavors.
- Coordinate all channels specific comparative competitive analyses with Marketing.
- Develop and maintain clear, consistent, manageable pricing programs and rebate structures based upon competitive market intelligence.
- Generate timely expense reporting, managing travel and entertainment expense levels.
- Adhere to and enforce all company policies, pricing and operational procedures, with attention to the professional image of the organization.
- Other duties as assigned.

### **Requirements**

- Bachelor's degree in business administration, Marketing or comparable discipline or equivalent combination of education and experience required.
- 10+ years of outside sales management experience. An applied knowledge of the building/construction industry is required.
- Must have the ability to effectively present to key decision makers. Evidenced ability to "think on their feet."
- Demonstrated effectiveness with interpersonal and communication skills.
- Proven ability to manage multiple and changing priorities while providing the highest service quality.
- Proficiency in using a personal computer utilizing software such as Microsoft Office, Excel, Word and Power Point.

- Demonstrated track record of successfully establishing and maintaining sales relationships with key decision makers, end-users and specifications influences.
- Ability to work in an unsupervised setting.
- Effective project management skills.
- Experience in all aspects of sales, including growth strategies, account development, business planning, etc.
- Strong knowledge of retail sales principles, methods, practices and techniques.
- Able to build and maintain lasting relationships with corporate departments, key business partners and customers.
- Able to clearly present information through the written and spoken word, influence or persuade through presentation in positive or negative circumstances; listens well.
- Able to use a systematic approach in solving problems through analysis and the evaluation of alternative solutions.
- Able to manage multiple tasks and prioritize.
- Exhibits a high degree of attention to detail, accuracy and efficiency.
- Able to work flexible hours as business needs arise.
- Must be highly service-oriented, with the ability to handle high stress situations.
- Able to organize and schedule people to tasks to develop realistic action plans while being sensitive to time constraints and resource availability.
- Able to make decisions on available information and act; make commitments according to policy or precedents and not change decisions when challenged.
- Must be able to respectfully demonstrate flexibility and creativity in dealing with challenging customers and situations.

#### **Working Conditions**

- Travel will be required.
- Manual dexterity is required to use desktop computer and peripherals.
- Overtime as required.
- Able to conduct presentations and meetings.