



## Sales Manager

### Position Description

Good Earth Tools (GET) is a privately held manufacturer and distributor of industrial wear parts used primarily on ground engaging construction tools, material handling applications in coal fired power plants, and railway track maintenance equipment. Started in 1964, the company has grown steadily and is now a worldwide supplier with locations near St. Louis, MO, Edmonton, Alberta and the United Kingdom.

This entrepreneurial organization offers the right person an opportunity to be a leader in its aggressive growth strategy. The Sales Manager will be responsible for growing the core client base, expanding sales and capitalizing on the strong momentum the company enjoys in new and exciting markets. GET's strengths in design, engineering, manufacturing, and customer service, coupled with unique intellectual property, will provide the Sales Manager with a strong foundation to expand sales in North America and throughout the world.

#### **General Responsibilities:**

1. **Senior Executive** - The Sales Manager is a key member of the 6-person Management Team. He/she will be a key partner to the GM/COO in setting vision, determining direction and implementing strategy.
2. **Strategy** - While working closely with the Management Team and owners, the Sales Manager is responsible for creating an effective marketing and sales strategy with the supporting structure, systems and processes. The exciting growth strategy calls for increasing company value by leveraging its strengths with existing customers, providing excellent customer service, coupled with growing new customers and products.
3. **Management** - Direct reports include the current seasoned sales team in the US and Canada. The Sales Manager will recruit, hire, train, review, manage, coach, and motivate the sales team.
4. **Partner to Engineering and Operations** – This SM will rely on a strong partnership with the Engineering and Operation teams to bring process management to new product development and launches. The SM will create and implement marketing plans and coordinate with Engineering and Operations on the launch of new products and penetration of new markets.
5. **Distributor Relations** – The SM will be accountable for established relations with overseas distributors and assist in the identification and development of new distribution, products and niche markets in the US, Canada and other countries.
6. **Customer Care** - Is the heart of the company, and this position is its soul! Quality customer service is a top priority. Respect for the customers, employees and all other stakeholders, coupled with professional and ethical behavior at all times is a requirement! Significant travel is expected in the position to develop relationships.

### **Typical Activities:**

1. This is a senior management position and requires significant participation in strategic planning and implementation and handling major initiatives related to company objectives.
2. Prepare and implement sales/marketing plans. The sales team is responsible for generating new sales opportunities and increasing profitable sales. Provide the sales management and communication for the company.
3. Management responsibility and P/L accountability for activities related to sales/marketing and the growth associated with success! Responsibilities include people, customer, and project management, including deployment, selection, hiring, measurements, reviews, practices, training and compensation.
4. Customer contact and relationship development. Traveling as required (and as much as 2-3 weeks/month) visiting customers and developing sales. Accompany sales managers on major account calls to assist in positioning the company and closing the sale.
5. Undertake periodic evaluations of the sales team, its deployment, and activity, reporting requirements and needs with an eye toward improving access to high potential and profitable sales across all locations. Work with each individual to establish goals and reinforce accountability. Set a positive example for hard work, prioritizing, and being effective.
6. Work closely with Engineering and Operations to improve the new product development and launch process. Help set and maintain priorities for these items.
7. Conduct ongoing research regarding target markets, competition and evaluating the products offered.
8. Cultivate relationships/partnerships with potential referral sources in the industry. Attend industry/trade events and network on an ongoing basis.
9. Continually learn about all product offerings to communicate intelligently to both the sales team and clients. Must possess a passion for the industry.
10. Undertake other activities for the benefit of the company as requested.
11. Be responsive to the customers, management team and owners.

### **Employment Pre-requisites:**

1. A demonstrated track record of at least 5 years of senior leadership and management in an industrial setting is mandatory.
2. A career path with technical experience, such as engineering, project management, operations or manufacturing is required. (Positions such as sales engineer, engineering, design, plant manager, general manager or such would be appropriate.)
3. Knowledge of steel fabrication and/or construction equipment is a plus.
4. A hands-on appreciation for building and distributing manufactured products is mandatory. (This is a fantastic company that is great with manufacturing value-added products for the railroad, heavy equipment and food processing industries.)
5. A Bachelor's degree is strongly preferred. MBA is beneficial.

### **Personal Characteristics:**

1. Must possess excellent customer service orientation with a commitment to customer satisfaction.
2. Developing sound strategy as well as implementation is essential.
3. Must be an accomplished self-starter who is comfortable accepting responsibility for successfully achieving personal, group and company objectives.
4. Strong analytical and decision-making skills including forecasting ability, measuring the success of team members, monitoring team and individual goals, and sharing success factors with the team.
5. Prefer a business-minded person with proven success in general management assignments including P&L responsibility. Must have a value-added mindset.
6. Excellent personal organizational skills with the ability to effectively prioritize and direct the flow of multiple projects and tasks simultaneously.
7. Excellent communication skills, unquestionable character and background, and a real command presence are mandatory.
8. Must like working with people in collaboration, and having a hands-on approach to creating success! Must be able to share success with a team and the company!
9. Strong computer skills including proficiency in Microsoft Office applications such as Word, Excel, and PowerPoint.
10. A valid passport, driver's license and travel experience are required.

### **Reporting Relationship:**

Reports to the General Manager and Owners.

### **Typical Performance Measures:**

1. Company performance, including revenue and gross margin growth and performance.
2. Department performance.
3. Personal performance including quality of contribution to the senior management team and strategic planning.
4. Culture development.
5. Other measures to be mutually established.

### **Location:**

At company headquarters in Crystal City, MO (20 miles south of STL.)

### **Compensation:**

1. Salary commensurate with experience and commission and bonus opportunity.
2. Excellent benefits package including profit sharing, health, dental, disability, life, tuition reimbursement, etc.