



## **POSITION SUMMARY:**

Responsible for promoting increased growth, revenue, and customer relations within assigned territory on a direct sales basis through the Yanmar Compact Equipment North America (YCENA) dealer network. The BDM is responsible for working with dealers in the assigned territory and other team members to increase wholesale and retail sales and secure revenue for YCENA while supporting and collaborating with other YCENA Divisions (Parts, Service, Marketing, Accounting, Training) for additional sales opportunities.

## **JOB FUNCTIONS**

- Support and grow product sales of Yanmar & ASV Construction Equipment to increase revenue, profit and overall growth within assigned territory.
- Visit, plan and provide support to dealer partners, trade shows and special events.
- Increase sales through promotion of marketing and sales programs.
- Prospect, establish and develop new dealers through analysis and guidelines to enhance distribution channel.
- Provide training and sales support to dealer network.
- Be responsible for quarterly and annual sales forecast for assigned region. Other reports and forecasts as needed.
- Establish yearly business plans for all dealers within assigned territory.
- Review and report on weekly sales activities.
- Communicate with customers to increase value as a manufacturer/supplier of premium products.
- Coordinate support activities assigned to a team or project including other BDM's and departments within YCENA.
- Maintain working relationships with other entities including other employee partners, departments and customers.
- Provide support to accounts receivable issues as required.
- Perform other duties as required.

## **KNOWLEDGE, SKILLS AND ABILITIES:**

- Presentations skills – Create and present territory analysis to management leadership, dealers and customers.
- Communication – Excellent verbal, written and e-communication skills.
- Strong organizational skills
- Initiative – Start and maintain projects with little supervision.
- Strong experience in Microsoft Office Suite, Salesforce and/or other CRM solutions.
- Problem Solving and collaboration

## **CRITICAL INTERFACES:**

All levels of YCENA Management, Leadership and other employees, dealers, colleagues and customers.



**JOB QUALIFICATIONS:**

- BS in Business, Marketing or a related field.
- Five (5+) years sales experience in the construction equipment market, compact construction equipment strongly preferred.
- Experience in managing and motivating external dealer networks.
- Advanced Microsoft Office skills
- Ability to travel; domestically and international. Approximately 60%-70% Travel.
- This position is full time and based within assigned territory.

*This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. This job description also does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of job change.*



Yanmar Compact Equipment North America 840 Lily Lane, Grand Rapids, MN 55744