



JOB TITLE: Automotive- New Business Development

DEPARTMENT: Sales
REPORTS TO: Sales Supervisor

EXEMPT: Yes
STATUS: Full-time

JOB SUMMARY:

Develops relations with and qualifies new customers. Develops programs and products to enter new target markets. Supports Wiseco sales objectives by providing customer service and promoting all Wiseco product lines through all channels of distribution. Key member of Wiseco sales team. Works closely with sales, marketing, and engineering to meet current and potential sales objectives. Devises product and sales strategy to meet customer expectations.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Responsible for responding to all customer phone calls.
- Responsible for all forms of customer contact including phone, email, fax, Internet, etc.
- Provides application support and technical assistance within reason.
- Resolves customer issues within their bounds of authority.
- Travels to trade shows, race events and visits customers as needed via automobile or airline.
- Effective written, verbal, and interpersonal skills are a must.
- Ability to remain poised in difficult situations, must be able to handle multiple tasks simultaneously.
- Assists PLM to develop sales and marketing plans for product line and customer base.
- Assists PLM in managing business by responding to changes in market conditions and to achieve results in line with product line strategic plans.
- Works closely with Marketing Team to develop sales support materials and programs including: catalogs, advertising, web sites, trade shows, race sponsorship, etc..
- Presentation and Proposal writing for internal and external customers.
- Create and develop strategic channel relationships.
- Assists PLM with new product information as needed.
- Intelligence gathering on competition, customers, and marketplace.
- Generates leads for sales department through capture management.
- Advises on sales practices, processes, and product pricing.
- Reports directly to Automotive Market Segment Leader.
- Participates in product and/or process improvements within department and company as needed.
- Supports and participates in all department and company meetings as required
- Assist Finance Dept with collection duties as needed
- Projects a positive attitude towards customer and co-workers and contributes to a positive work environment
- Provides technical product and sales training to external and internal customers.
- Other duties as assigned.

Job Description – Automotive- New Business Development, cont'd

SUPERVISORY RESPONSIBILITIES:

No direct reports. May be asked to direct temporary work.

MINIMUM QUALIFICATIONS:

Education	GED, or High School equivalent. College course work in related fields considered a strong plus.
Experience	Formal sales training, experience in Powersports or Automotive industry, or formal training from accredited school in related field. A solid understanding of brand strategy and development, internet and industry trends. Industry contacts a plus
Computer Skills	Must be able to type 25 WPM and should be familiar with Microsoft Office
Other Skills (Communication, Writing, Foreign Language, Technical, Analytical or Other)	Strong presentation skills and ability to articulate client needs. Engine building skills, tuning skills, experience with wide variety of engine types. Mechanical design aptitude to relay needs of customers to engineering group.

PHYSICAL DEMANDS: (The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

- Ability to lift up to _40 lbs to shoulder height as needed.
- Long periods of time sitting at a desk (daily) or standing at events.
- Manual dexterity to type on computer keyboard and operate general office equipment, such as phone, fax and copier.
- Must be able to speak and hear adequately.
- Clear vision for close distances and driving.

WORK ENVIRONMENT: (The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

- Office environment (controlled climate).
- Quiet to moderate noise; occasional loud noise when in production area.