

JOB TITLE: Market Segment Leader

DEPARTMENT: Sales

EXEMPT: YES

REPORTS TO: Director of Sales & Marketing

Status: Full-time

PREPARED BY: Cyndia Chung

DATE: 08/24/2011

APPROVED BY: Mary Ann Kudyba

DATE: 08/24/2011

TYPE: Indirect

WC CODE: 8810

JOB SUMMARY:

A key member of the PMi - Wiseco sales and marketing team whom supports the achievement of PMi's business plans objectives for assigned markets. Develops and implements effective "market strategies" which promote PMi Wiseco's entire product offering through our distribution channel as well as to end users. Models leadership traits and behaviors for the rest of the team as well as collaborates with other internal functional areas to assure achievement of commons goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develops and executes sales, marketing and product line strategies for their assigned markets.
- Establishes pricing for products sold within assigned markets based upon cost, profitability targets, relation to competition, and brand positioning.
- Manages any fluctuations that may occur in the market and makes sure the business is able to respond.
- Works with the Marketing organization to develop sales support materials and programs including catalogues, advertising, web sites, trade show, press releases, project bikes, racing contingency programs, etc.
- Solicits "voice of customer" information to identify new products & services offerings and then works with the Marketing and Engineering organizations to develop profitable new products.
- Responsible for new model updates and submitting NPI/ECO's.
- Monitors competition by gathering current marketplace information on pricing, new & existing products, delivery schedules, and other relevant data.
- Provides technical support and training to external and internal customers as required.
- Process C&D categorized BTO/Custom orders.
- Third level responsibility for responding to customer phone calls.
- Collaborate with other PMi subsidiaries as required as well as other internal functional areas such as operations, engineering, finance and human resources.
- Domestic & international travel to visit customers, attend trade shows and related industry functions.

OTHER DUTIES & RESPONSIBILITIES

- Active account management of key customers as required
- Key contributor to the development of the annual unit sales plan
- Responsible for On Road, VTwin, Snow & Marine segments
- Other duties and special projects as assigned

SUPERVISORY RESPONSIBILITIES

Where applicable; ensures all employees under his/her direct supervision understands PMI's strategic plan and that their individual work plans and efforts are aligned accordingly.

MINIMUM QUALIFICATIONS REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the minimum knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education:** College degree in business administration, marketing or some other relevant field
- **Work Experience:** OR minimum of five years of equivalent work experience. Experience considered advantageous include:
 - Formal sales, product management and project management training
 - Strong engine/piston knowledge with hands-on engine repair
 - Powersports or automotive enthusiast and/or racing experience Certificates, Licenses, Registrations
- **Computer Skills:** Microsoft Office literate: Word, Excel, PowerPoint. Ability to work within MAS.
- **Reasoning Abilities:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. . Must be able to research information and analyze data to arrive at valid conclusions, recommendations, and plans of action. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Ability to apply commonsense understanding to carry out detailed instructions.
- **Mathematical Abilities:** Ability to perform very basic math skills including adding, subtracting, multiplying, and dividing two digit numbers; to perform the four basic arithmetic operations with money; to perform operations with units such as inch, foot, and yard; ounce and pound (or their metric counterparts). Must be able to analyze and solve problems in a logical manner with a high degree of problem summarization for reporting purposes
- **Language Abilities:** Ability to use passive vocabulary of 5,000-6,000 words; to read at a slow rate; define unfamiliar words in dictionaries for meaning, spelling, and pronunciation. Ability to write complex sentences, using proper punctuation, and use adjectives and adverbs. Must be able to prepare comprehensive reports and represent ideas clearly and concisely, both orally and in writing. Ability to communicate in complex sentences; using normal word order with present and past tenses; using a good vocabulary.
- **Communication Skills:** Excellent interpersonal and communication skills, both verbal and written. Strong telephone skills and able to remain poised in difficult situations. Capable of communicating at the level of the other party
- **Other Skills:** Strong leadership, project management, sales and negotiating skills with demonstrated track record of achieving sales growth targets. Strong planning, analytical thinking, and excellent time management skills with the ability to handle multiple projects and priorities at one time.

PHYSICAL DEMANDS: The physical demands 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.

- Able to lift up to 40lbs to shoulder height, as needed
- Capable of sitting for long periods of time at a desk (daily).
- 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.
- Ability to drive and travel by commercial airline
- Clear vision for close distances and driving.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job.

The noise level in the work environment is usually moderate with occasional loud noise when in production area. The office environment is in a controlled climate.

INTENT AND FUNCTION OF JOB DESCRIPTIONS

This job description is intended to convey information essential to understanding the scope of the position. It is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position. Therefore the duties and responsibilities of this position are subject to change over time during your employment. This job posting also serves to ensure that the hiring process is fairly administered and that qualified employees are selected.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive during the entire length of employment. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

This job description is not intended to be used as an employment contract and therefore is not legally binding as an employment contract. Performance Motorsports, Inc. (PMi, and all of its subsidiaries) maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.