

Sales Manager

K-Planter

Romania



Summary

K-Planter was formed in February of 2018 as the exclusive dealer of American designed Kinze Precision Planters, Grain Carts and High-Speed Tillage Machinery, and other high quality agricultural machinery such as SMS Tillage and Air Seed Equipment and Azoter Fertilizer.

Critical to **K-Planter's** ability to compete effectively and with excellence is to have a proven sales professional to lead the company's sales organization.

Reporting directly to the Director and Owner of K-Planter, the **Sales Manager** will oversee the sales strategy and execution of **K-Planter's** products. This leader will build a competent and professional team within **K-Planter**, ensuring that **K-Planter** achieves its market share objectives in the Romanian agricultural market.

K-Planter

Jana Michalova, Director and Owner of **K-Planter** has been successfully providing farmers guidance, equipment and service for over 10 years in Moldova. At the request of Kinze Manufacturing she expanded her operations and started K-Planter as the exclusive dealer of Kinze in Romania.

Jana's passion for agriculture and excellence have gained her much respect from farmers and manufacturers of equipment and fertilizer. Jana is excited to bring this success to Romania and build a team of professionals that are passionate about the company's and their personal success and career growth.

The Position Responsibility

Reporting to the *Director and Owner*, the **Sales Manager** is a key leader within the company, acting as a business partner to ownership and ensuring that the company is on track to becoming a world-class dealer of Agricultural Equipment and Products.

As **K-Planter** is establishing its presence in Romania the company is in search of **Sales Manager** who can ensure that the company's great opportunities around Romania are seized. Reporting to *Director and Owner*, the **Sales Manager** will lead the company's sales force in Romania to achieve annual sales goals, partner with farmer to assist them in running more effective, profitable businesses and ensure that they are fully satisfied with **K-Planter's** products. This leader will be a strong relationship builder who will be seen as a trusted advisor by the company's customers and who can bring a process-oriented, value selling approach to the company.

The **Sales Manager** will have the opportunity to build and direct the company's sales organization from the ground up and will play a key role in helping the company establish their Romanian market position and share in the company's financial success.

The **Sales Manager** will immediately contribute to the organization in the following critical areas:

The **Sales Manager** develops and drives the vision, aggressive plans and strategic direction of the sales organization to achieve increased sales, strengthen customer relationships and improve market share. Additionally, the **Director Sales** works closely with the *Director and Owner*, playing a key role in the creation and execution of the strategic plan.

More specifically the **Sales Manager**:

- Creates a dynamic, energetic and achievement-oriented culture within the Sales organization.
- Develops strong accountability relationships with the sales team.

- Works with sales team to develop annual business plans with each region for growth and profitability.
- Collaborates with the manufacturers of the company's products to grow and train sales team members, create sales goals and implement processes for their achievement.
- Maintains strong relationships and open lines of communications with the key customers.
- Develops and implements effective sales processes and methods to measure sales team performance, customer satisfaction and market penetration.
- Equips the sales team with the tools and sales support they need to meet or exceed the sales and earnings targets of the company.
- Partners with manufacturer's marketing and engineering groups to identify products gaps and manage the product portfolio in line with the needs of customers. Recommends product and pricing strategies.
- Develops annual forecasts and the plans/strategies to achieve company objectives.
- Develops plans to grow market share/penetration through customer selection/evaluation/management, new product sales, and competitive countermeasures.
- Manages key customer account problems and resolutions.
- Develops and manages the sales team compensation plan.
- Partners with *Service Manager* to create and oversee dealer training programs.
- Serves as company spokesperson at shows and in media.

The Personal Characteristics

The *Sales Manager* will be a strong leader of people, marked by the following characteristics:

Results Orientation: Is focused on results with a high sense of urgency. Zeroes in on the critical few issues and pushes self and others to get the job done. Possesses a "can-do" attitude and a desire to enable others to do their jobs more effectively. Able to move quickly in a fast-paced organization.

Champions Integrity and Trust: Is characterized by integrity and high professional standards. Widely trusted and is seen as a direct, truthful individual. Keeps confidences, admits mistakes, and doesn't misrepresent him/herself for personal gain.

Passion and Energy: Is a self-starter with a high level of engagement with and enthusiasm for the business. Draws energy from the challenges, opportunities and successes within the business environment. Indefatigable; not easily discouraged.

Effective Team Builder and Team Player: Blends people into teams when needed and participates effectively with leadership team; creates strong morale and spirit in his/her

team; shares wins and successes; fosters open dialogue; lets people finish and be responsible for their work; defines success in terms of the whole team; creates a feeling of belonging in the team.

Strategic Leadership: Is a high-level strategist that can also “roll up the sleeves” to get things done. Operates as a true business partner, able to understand and dialogue in depth across a wide range of business issues.

Change Agility: Is a change agent with the confidence to push when necessary and the fortitude to drive execution to completion. Creates effective plans to promote change; seizes opportunities.

Intellectual Horsepower: Possesses intellectual agility, dealing comfortably and quickly with complex business issues, and is able to engage effectively on a broad range of topics. Knows the corporate and business environments; understands the overall impact of each decision and is able to maximize opportunities.

Directing Others: Is good at establishing clear directions; sets stretching objectives; distributes the workload appropriately; lays out work in a well-planned and organized manner; maintains two-way dialogue with others on work and results; brings out the best in people.

Open Communication: Thrives in an environment of open give and take and is able to give and receive honest feedback and constructive criticism.

The Professional Qualifications

Candidates for the *Director Sales* role will:

- Have five or more years leading a high-performance sales team for a successful capital goods dealership. Agricultural equipment experience is preferred.
- Possess superior sales management acumen, some hands-on marketing experience is a plus.
- Possess a thorough business development understanding from demand creation through fulfillment and customer relationship management.
- Be experienced in creating and improving effective formal sales processes that drive top line sales growth.
- Have substantial experience in partnering with a customers to increase profitability and market share.
- Have strong analytical skills and the ability to recommend strategy, product, pricing, marketing spend and compensation plans.
- Have recruited, trained, developed and retained a strong and agile sales staff.
- Be proficient in the use of technology and automation to achieve the sales and overall business goals.
- Be a strong communicator, comfortable serving as a spokesperson for the company.
- Possess both strategic and tactical planning abilities.
- Have strong negotiating skills.

- Have partnered with a fully engaged management team in an environment of growth and continuous improvement.
- Have worked in a *customer-focused business* and understands the commitment needed to put the needs of the customer first.
- Have a history of success in evaluating, recruiting, developing and empowering a sales team.
- Have a track record of accomplishments, in a customer service driven company.
- Ability to speak and write in English is preferred (will provide training for the right candidate). Russian is also a plus.

If you possess some but not all of these skills and attributes but are motivated for success and to be part of building a world class dealership **K-Planter** is willing to provide the training necessary to make you successful.

Please submit your CV, qualifications and any question you have to kplanterinfo@gmail.com