



## **Senior Sales Director**

### *Responsibilities:*

Responsible for all sales/marketing activity within the dealer network. Develops and/or maintains and improves business relations with dealers and headquarters. Prospects/signs new dealer candidates. Seeks out and targets new dealers and new sales opportunities, initiates action plans. Plans, builds and executes business plans which drive top line revenue growth. Actively leads, participates, and manages pipeline and bookings/sales forecasts. Leads and coaches the development of the sales team. Work collaboratively with marketing, customer service, parts, and service to drive initiatives. Travel to customer sites and trade shows. Direct dealer account responsibility.

### *Qualifications:*

Bachelor degree and a minimum of ten years sales and sales management experience required. Experience in recreational products industry, dealer and original equipment manufacturer (OEM) required.