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Job Title: Factory Representative- WI, Portions of IL, MI and IA
Department: Sales & Marketing
Reports to: VP of Sales, Docks & Lifts and Trailers Divisions
FLSA Status: Exempt
Prepared Date: July 2022

Summary: As a FLOE Factory Representative you will be responsible for overall account management of dealer partners in the areas listed above for docks, lifts and trailers.

Responsibilities & Requirements:

- Reinforce and promote all FLOE Core Values in daily interactions with coworkers and customers.
- Responsibility for developing and maintaining Dealer-retail locations throughout the geographic territory.
- Understand and have full knowledge of the Dealer programs, agreements, pricing and assist dealer partners with all aspects of these FLOE programs.
- Responsible for maximizing product sales through the Dealer base by growing established Dealers and adding Dealers in specific geographic locations.
- Plan pre-season stocking orders and in-season re-orders with Dealers to support sales goals.
- Assist Dealers with sales and marketing plans, develop account strategies, territory planning and administrative responsibilities to ensure a high level of customer satisfaction is maintained.
- Prepare and meet with each Dealer for an annual review and planning session setting prioritized objectives. Follow up on these annual Dealer reviews to ensure the desired goals are achieved.
- Develop and increase sales revenue to meet assigned targets. 70% travel with overnight stays.
- Become actively involved in a new Dealers sales orientation and sales training programs.
- Act as a resource to Dealers in contract opportunities and proposals.
- Prepare sales reports for management about relevant parameters including “what if” scenarios.
- Prepare and provide management with detailed sales goals by account.
- Monitor production capacity/performance for delivery and quality issues. Communicate issues/information as required to Dealers.
- Assist with the planning of sales exhibits. Attend trade shows which may include set-up and break-down of exhibit.
- Participate in education and training conferences on selling and marketing programs.
- Coordinate and assist in leading sales meetings to include site selection and agenda preparation.
- Keep informed of new products, services and other general information of interest to customers.
- Monitor competitive activity and develop new methods of securing resellers and assisting resellers in securing new accounts.
- Develop and support departmental employees to achieve individual, department and company objectives.
- Develop and implement corrective action process with Dealer quality/service issues.
- Troubleshoot problems regarding products provided. Answer questions from Dealers and handle complaints.
- Use Customer Relationship Management (CRM) software to communicate all sales and service activities with each account.
- Prepare weekly schedule planning in advance using WESP form
- Attend and participate in weekly L-10 Meetings

Required Qualifications & Education:

- Excellent relationship sales skills developing and maintaining growing, dedicated, loyal retail sales base.
- Bachelor's degree or equivalent professional experience.
- 5 years of field sales experience with recreational industry.
- Experience managing large territories and diverse product offerings.
- Home office environment with travel to dealer locations and remote corporate functions.
- Some Weekend work is expected especially during show season
- PC proficiency required – including Word, Excel and MRP systems
- Ability to read internal/external financial reports and legal documents
- Ability to respond to inquiries and complaints from customers
- Excellent formal presentation skills before both large and small groups.

Floe International reserves the right to make changes to this job description without notice, as required to meet changing organizational and production needs