



Position Description

Business Title:	Regional Sales Manager Commercial/Powersports Products – <i>Rest-of-Asia</i>
Department:	Wuxi
Job Type/Level:	<i>Profess /3</i>
Job Code:	
LSA:	<i>Exempt</i>
Reports To:	Director Commercial Sales - Asia

POSITION DETAILS

SUMMARY:

The Regional Sales Manager Commercial/Powersports Products – Asia (RSM- Asia), reports to the Director of Commercial Sales located in Wuxi, China and is responsible for the achievement of the assigned sales objectives for the region.

RESPONSIBILITIES:

- Develop sales plan by product/dealer for the region driving growth and sales equal to or greater than the annual sales plan.
- Develop and execute a distribution development strategy and plan for Asia with an understanding of a dealers' capabilities in terms of market reach (area they are able to competently cover from a sales & service standpoint).
- Must identify business development opportunities, gather competitive intelligence, conduct market research and execute growth plans.
- Be the product knowledge expert in support of the dealers in the region
- Conduct sales training for dealer sales staff to ensure capable sales representation
- Work closely with dealer sales teams to target key high volume potential customers and develop relationships with these key end users.
- Train the dealers on how to expand their served market (customer base) for Commercial and Powersport Vehicles
- Play a key role in understanding competitive pricing in the region and assist dealers in overcoming price pressures to ensure dealer profitability through better selling practices.
- Work closely with Product Management team on new product development specific to Asia
- Work with marketing to develop Asia specific, vertical market specific, advertising, dealer support collateral and other marketing tools required to support sales achievement and growth in the region.
- Understand market drivers of demand and sensitivities by developing relationships and maintaining open communication with key industry contacts, distributors, dealers and customers.
- Responsible for adherence to Corporate and Divisional policies and practices.

CAPABILITY REQUIREMENTS:

- 5+ years of regional sales experience working with distributors/dealers in a B to B markets.
- Specific experience developing and leading a distributor/dealer channel
- Must be a self-starter with a bias toward action including inert urgency and personal drive.
- Must reside in a Southeast Asia country
- Proven track record of achievement of annual sales objectives
- Experience with both direct sales and distributor/dealer channel marketing and sales
- Strong expertise in developing marketing plans for the region or dealers and doing competitive analysis
- Can quickly establish and maintain personal credibility and work effectively in a team environment.
- Must be capable of effectively, independently, and professionally representing Textron Specialized Vehicles to customers, business partners, and other external parties.
- Must be able to influence and direct others without having formal authority.
- Strong customer focus, analytic ability and mechanical aptitude
- Excellent communication skills – English required, other languages common to SE Asia are desired.

EDUCATION:

- BA/BS from an accredited major University
- Experience working internationally.

LICENSE AND/OR CERTIFICATION REQUIREMENTS:

N/A

Physical Demands:

N/A

Additional Information:

Direct Reports: None

Travel Requirements: 75%

Relocation Benefits: No

We are an equal opportunity employer. All qualified applicants will receive equal consideration for employment without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status.