



## Job Description

**POSITION TITLE:** Regional Sales Director Asia -277287

**DIVISION:** Textron Specialized Vehicles

**LOCATION:** China

**DATE:** July 2019

### Job Summary

The Regional Sales Director Asia will be responsible for development and execution of the growth strategy for TSV across the Asia Pacific region. This includes setting annual sales targets for each RSM and key dealer/distributor in region and managing performance throughout the year to ensure goals are met with risks and opportunities identified to close any key gaps.

The successful candidate will coordinate closely with TSV Sales operations in Augusta and Ipswich to ensure that customer demand is planned for and quality and delivery performance meets customer expectations and commitments.

The Regional Sales Director Asia will engage regularly with major customer leadership, key regional dealers and distributors and develop strong relationships with these key decision makers.

Identification of new market/product opportunities, competitive product analyses, channel strategy rationalization and improvement opportunities and the development of multi-year product and market growth plans are key responsibilities.

### Job Responsibilities

Focus on responsibilities including, but not limited to:

- Deliver on the Asia Pacific annual & strategic plans including:
  - Sales targets by RSM and key dealer in region;
  - Focus on Snow & Off Road Vehicles, Commercial, Golf and Turf Segments;
  - Market Analysis & share assessment for key products by region;
  - Competitive Analysis for Asia Pacific sales;
  - Annually updated 3 – year product plan in coordination with the TSV team;
  - Organizational requirements;

- Revenue, product gross margin and expenses supporting planned growth targets;
- Achievement of annual revenue and growth objectives;
- Development and execution of key account strategy and conquest plan by RSM and dealer;
- Maintain robust pipeline process to ensure all opportunities are tracked for order timing;
- Development and execution of the brand positioning and marketing plan for TSV Asia;
- Expand awareness of TSV products and presence in Asia Pacific;
- Direct/manage strategic industry relationships to ensure that maximum visibility is realized;
- Define, develop and budget for an organization to support the planned growth for TSV in Asia;
- Utilize the Performance Management Process to define and implement development plans for regional RSDs so they will develop the skills and capabilities to support the strategic growth mission;
- Promote a broad understanding of Asia customers and customer requirements within the company;
- Ensure compliance with business codes of conduct, policies, procedures, and local laws/regulations.

### **Qualifications**

- You should be educated to BA/BS level or equivalent from an accredited major University;
- Experience working internationally;
- 10+ years of regional sales experience working with distributors/dealers in a B to B markets;
- Specific experience developing and leading a distributor/dealer channel
- Experience leading a regional sales team and managing a robust sales pipeline process;
- Must reside in major Asia business hub;
- 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;
- Technical acumen related to mechanical solution/equipment;
- Fluent in English with strong communication and presentation skills;
- Entrepreneurial, hands-on leader, and willingness to work on the field;
- Experience in selling to large strategic account;
- A proven ability to develop and execute plans that support business goals and priorities;
- Business ethics and compliance;
- Able to travel throughout Asia as part of role;
- At least 5 years of team management with proven record of driving a high performing sales team.

**Job Field**

: Sales

**Primary Location**

: China

**Recruiting Company:**

Textron Specialized Vehicles

**Schedule**

: Full-time

**Job Level**

: Director

**Shift**

: First Shift

**Travel**

: Yes, 75 % of the Time

**Job Posting**

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