



## National Sales Manager

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### **Job Summary:**

Full-time position, regional to Hicks Manufacturing LLC. Hicks is in a growth mode and looking for someone to support current sales needs, drive new sales through working with Hicks dealers and directly with customers and enable a sales self-service model for the company. This position is responsible for day-to-day sales requests for dump trailers, dump bodies and all related products. They will work directly with Hicks marketing and customer service team to create sales strategies, perform sales campaigns and reach the highest level of customer and dealer sales and satisfaction. Excellent verbal and written communication skills are required. Previous hands-on mechanic experience is a bonus.

### **Objectives of this role:**

- Represent the company's products and services, using consumer research as well as deep and comprehensive knowledge of how our solutions meet the needs of customers
- Achieve weekly, monthly, and annual sales quotas by successfully implementing sales and marketing strategies and tactics
- Generate leads and build relationships by organizing daily work schedule to call on existing and potential customers
- Develop and implement territory action plan using comprehensive data analysis, and adjust sales techniques according to interactions and results in the field
- Team oriented with the ability to work closely with multiple departments and problem solve

### **Responsibilities:**

- Maintain working relationships with existing dealers to ensure that they receive exceptional service and to identify potential new sales opportunities
- Identify prospects, set appointments, make effective qualifying sales calls, and manage sales cycle to close new business in all service categories
- Handle all quote requests

# HICKS

- Assist with the development of a self-service model for all sales related needs
- Possess in-depth product knowledge and be able to conduct demos and handle objections
- Prepare concise and accurate reports and proposals
- Achieve sales goals by assessing current client needs and following a defined selling process with potential buyers, often including product demos and presentations
- Coordinate with dealer representatives to ensure that optimal focus is being given to Hicks products
- Train dealer reps on Hicks products

## **Required Skill and Qualifications:**

- Three or more years of sales experience within a similar industry
- Excellent communication, interpersonal, problem-solving, presentation, and organizational skills
- Proficiency with sales management software and CRM
- Proficient in Microsoft Office tools, especially Microsoft Excel
- Strong ability to balance persuasion with professionalism
- Strong comfort level with systems and HTML

## **Preferred Skills and Qualifications:**

- Bachelor's degree or equivalent
- Proven success rate at levels above sales quota
- Ability to travel at least 25% of the time