



POSITION DESCRIPTION

Title: **Custom Equipment Sales Manager**

Reports To: **VP of Foodservice Sales**

FLSA Exempt

Department: **Sales**

Date: **11/2009**

Responsibilities:

- A. Develop strategies necessary to market a line of custom foodservice equipment to consultants, fabricators, and select specialty markets. These markets will include colleges and universities, school foodservice, government accounts, business and industry accounts, and food manufacturers. .
- B. Provide input for and implement corporate strategies to penetrate consultant market
- C. Provide market input including competitive information, new product opportunities, customer trends and pricing issues
- D. Recommend changes in distribution network, as necessary
- E. Establish goals and objectives necessary and consistent with corporate goals and strategies and provide written communication on the status of these goals

ADMINISTRATION RESPONSIBILITIES:

- A. Preparing of strategic marketing plans and sales forecasts
- B. Frequent sales product presentations
- C. Reports, such as those required by corporate headquarters and Manager, will be submitted on time
- D. Correspondence and market information requests will be promptly answered
- E. Customer files and information kept current via CMS
- F. Support Vollrath District Sales Manager in projects in their area of responsibility

Approved By	Date	Approved By	Date
Human Resources Department		Date	

Qualifications:

- A. Educational equivalent of bachelor's degree with minimum ten years experience working with consultants, fabricators and designers.
- B. Experience in foodservice equipment design and layout: to include auto quote and ability to develop basic auto cad skills
- C. Computer skills to include: Power Point, Excel, and Word
- D. Strong communication – verbal and written
- E. 70% travel