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**Job Title:** Vice President of Sales, Docks/Lifts and Trailers Divisions  
**Department:** Sales & Marketing  
**Reports To:** Chief Marketing Officer  
**FLSA Status:** Exempt  
**Prepared Date:** November 2024

**SUMMARY:** The Vice President of Sales, Docks/Lifts and Trailers will be responsible for leading the company's dealer and distributor sales initiatives. The Vice President of Sales, Docks/Lifts and Trailers will develop annual sales quota goals for the company and determine the best way to reach these revenue objectives. Management responsibilities include implementing policies and procedures, formulating sales strategies, training and mentoring staff and employees, and driving business results. Responsibilities also include maintaining sales budgets, seeking new customers. The Vice President of Sales, Docks/Lifts and Trailers must be self-motivated, responsible, professional and accountable.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Directly responsible for all aspects of the Sales Department, including but not limited to:

- Reinforce and promote all FLOE Core Values in daily interactions with coworkers and customers.
- Define short and long-term business strategies and goals to ensure growth and profitability.
- Recruit, train, develop, and manage sales staff.
- Develop annual budgets and sales forecasts in support of the organizational strategy and objectives defined for the company.
- Establish and maintain sales and profit objectives.
- Identify, establish and maintain dealer relationships with decision makers to gain support for products.
- Coordinate with marketing team, advertising and promotional efforts for new and existing products.
- Oversee dealer/distributor selection, education, training and performance.
- Evaluate new market opportunities and create marketing plans for market expansion.
- Select and attend important industry meetings and Trade Shows to enhance our company's image and position in the market.
- Perform other assigned duties as may be required to meet company objectives.
- Communicate effectively with other departments within the organization and function within a team environment.
- Forward and/or follow up on all leads for new customers.
- Use Customer Relationship Management (CRM) software to communicate all sales and service activities with each account.
- Prepare and lead the weekly L-10 Sales and Marketing Meetings

**JOB REQUIREMENTS/QUALIFICATIONS:**

- Bachelor's degree or higher in business or marketing, or equivalent combination of education and experience.
- Ten years of experience in sales leadership/management.
- Strong leadership and coaching skills.
- Demonstrated ability to plan and manage multiple tasks.
- Must be a self-starter, highly organized, and able to work well with other departments at all levels in the organization.
- Strong knowledge of Microsoft Office and Windows-based computer applications required.
- Excellent oral and written communication skills.
- Strong problem-solving and trouble-shooting skills.
- Some weekend work is expected especially during show season.
- Overnight travel will be required.

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