

Title	McCloskey Sales Director - AMERICA
Department	Sales
Reports to	VP of Global Sales & Marketing
Location	United States
Date Prepared	January 2024

GENERAL ACCOUNTABILITY:

McCloskey International Limited is a world leader in the design and manufacture of innovative crushing, screening, washing, and conveying equipment used in the construction, recycling, landscaping & aggregate industries.

We seek to appoint a Sales Director who will be responsible for leading the McCloskey America Sales Team in order to meet ambitious sales and revenue for the equipment and aftermarket businesses. McCloskey is operating globally through a distributor network and therefore, efficient distributor network management is a key success factor in this role.

This position will be responsible to drive the development and execution of the agreed distributor business plan & long-term American sales strategies in order to achieve the company financial targets and wanted position under the direction of the Division VP of Global Sales & Marketing. The position will also have a dotted reporting line to the VP of McCloskey Business Unit to ensure alignment between the sales management and business strategies.

The successful applicant will manage and develop the American Regional Dealer Managers Team. In addition, the person is responsible of the McCloskey American network development and coverage. The person will ensure the overall performance of the McCloskey partners in order to achieve company targets and strong end-customer satisfaction. As a key member the sales and business unit leadership teams, the person will be involved in developing strategic business planning and follow them up.

Proven and successful experience in distribution network management, and sales leadership in the Off-Highway will be a significant plus. We actively invite and encourage relevant individuals to apply, as fostering diversity and inclusivity stands as a cornerstone of our core culture at McCloskey.

SPECIFIC ACCOUNTABILITIES:

Sales Team –

- Lead by example the sales team to drive their engagement and their overall performance as per company leadership value.
- Responsible for the establishment of both annual and monthly sales objectives in coordination with the VP of Global Sales and Marketing.

- Focus on improving performance of existing network and improving American coverage to achieve overall financial and operational targets.
- Works to ensure that all sales objectives are assigned in a timely fashion and monitored.
- Responsible for providing an annual sales plan and providing quarterly updates, revisions, and modifications to the plan.
- In conjunction with the VP of Global Sales and Marketing, establish both market and customer strategies for the company.
- Formulate network coverage strategies in cooperation with the network development team.
- Formulate product pricing strategies in cooperation with the Business Unit.
- Drive strategic sales planning process including long term initiatives, short term actions, competitive analysis, and market trends.
- Responsible for the overall successful management of the needs of the Company's customers and Dealer Network.
- Promote the McCloskey Brand Value Proposition to all relevant stakeholders.
- As a member of the Sales and Business Unit leadership teams, you will be involved in strategic level meetings, planning sessions and future company developments.

Dealer Management -

- Oversee the complete dealer management process for the American distributors by working collaboratively with the relevant internal and external stakeholders to ensure distributor alignment with the Business Unit targets and wanted position.
- Monitoring sales and finances results and achievements. Define necessary corrective actions when required to achieve overall targets.
- Actively develop future growth opportunities through positive working relationships.
- Achieve objectives by acting as a liaison between Sales teams/Networks & internal function by providing market feedback & inputs as well as necessary forecasting to streamline overall company efficiency.
- Drive the American Sales Team to maintain good business relationships with distributors to conduct needs analysis, relay product information and provide technical specifications and quotations.
- Ensure product and solution offerings meet the needs of end.
- Actively manage specific large dealer account(s).

Aftermarket Sales -

- Capability to work closely with the Aftermarket (consumable/services) stakeholders to promote and drive our Aftermarket offering in order to achieve Aftersales targets.
- Propose & Support Aftersales plan and initiatives to drive profitable and sustainable North American.

MANAGEMENT RESPONSIBILITIES:

- Lead the North American Field Sales teams as per company 4 Leadership Principles:
 - Put People First
 - Create Clarity and Simplify
 - Build Bridges
 - Drive Growth

- Create a performance strategy to maximize the effectiveness and efficiency of the team.
- Challenge and improve the sales process to improve distributors and end customer satisfaction and retention.
- Proactively identifies opportunities for sales process improvement. Works closely with sales management to inspect the sales process quality and prioritize opportunities for improvement.
- Coach and develop the Sales Team to bring the whole organization forward.
- Working closely with all departments of the organization; including, Design, Finance and Administration, Marketing, Service, Spare Parts, and Warranty; to promote a 360 solution to the market.

HEALTH & SAFETY / ENVIRONMENTAL:

- Company EHS policies and procedures must be communicated, understood, and complied with individually and throughout the team and ensure legislative requirements are met.
- Enforce EHS compliance with Contractors.
- Conduct and communicate the necessary risk assessments, work instructions, and permit to work as and when required.
- Stop and correct any observed unsafe acts, omissions, or conditions.
- Assist with incident investigations when required.
- Attend necessary training arranged by the company.
- Carry out any other duties as required by the company.

EDUCATIONAL BACKGROUND & EXPERIENCE REQUIRED:

- Have a strong and successful track record in managing distributors and sales, ideally within the Off Highway Industry and especially in the material processing industry.
- Proven key account sales and support experience with proven track record on providing sales support to customers via a distribution network.
- Experience of Salespeople management and Leadership
- A track record of Strategic planning and implementation of Sales Strategies Experience of People management and Leadership in a Sales Role.
- Must be able to make good business decisions quickly based on facts and to accurately assess specific conditions using a high level of integrity and ethics.
- Be able to instill trust and a transparent way of doing business.
- Possess excellent communication and highly developed interpersonal skills with strong ability to work collaboratively internally and externally and obtain positive visibility quickly.
- Excellent client relationship and negotiation skills.
- Strong initiative and problem-solving skills – adopt a collaborative style across the business and externally with customers and colleagues.
- Self-driven with a strong customer focus.
- Has good self-awareness, both strengths and areas to improve.
- Flexibility for frequent travel is a key requirement of the role.
 - Embrace, promote McCloskey value pillars value of:
 - Curiosity & courage to do things differently
 - Empowerment & inspiring others
 - Learning & celebrating success
 - Diversity & inclusion

KPI MAIN RESPONSIBILITY:

- Order Received, Sales and Gross Margin
- EBITDA
- Coverage index
- End Customer NPS (Net Promoter Score)
- Distributor NPS
- Team NPS

CURRENT INFORMATION & TRANSPARENCY:

The current area of responsibility (AOR) comprises a revenue goal of around 240 million euros. The dealer network is global with a strong presence in NA and in Europe.

The core strength of the business is driven mostly by mobile screeners and there is massive potential in developing the other three product streams (stackers, parts, and consumables). Local production is also now available and will aid greatly in developing underserved markets especially the India and Chinese territories.

Most production will be supplied from our state-of-the-art facilities located in Northern Ireland and Canada with additional available support from McCloskey and Metso facilities located in the USA and India.

CHALLENGES:

The company is transitioning from being a private company with few key markets (North America, UK) and business into a truly global player as part of a large publicly traded company.

The company also sells through a mix of dealers and rebrands which creates some challenges in communication and trust, as well as friction on product pricing and models.

Please note: The above statement reflects the general details considered necessary to describe the principal functions of the job identified and shall not be considered as a conclusive or definitive description of all work required in the job. It is not intended to be rigid or inflexible and may alter as the company's strategic direction changes.