

**M. A. FORD MANUFACTURING COMPANY, INC.**  
**Job Description**

**Job Title: Regional Business Manager**

**Dept: Sales**

**Status: Exempt**

**JOB PURPOSE AND REPORTING STRUCTURE:**

The Regional Business Manager (RBM) assigned to a specific geographic area is responsible for year-over-year growth in market share, channel partner relationship development and evolution, resource management/utilization, and is the key “factory-direct” interface to M A Ford end-user customers within the assigned sales territory. Always demonstrating professionalism and best-in-class business practices, this very visible position is a critical resource to the successful execution of corporate sales strategies. With clear/reasonable expectations, and adequate support via tools required to succeed, the contributions to the entire organization include improved economic stability, increased brand equity, expanded customer base, technical diversification, elevated market commitment, higher manufacturing efficiencies.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- A.** Strategic sales management and activities to meet/exceed corporate growth objectives.
- B.** Develop, manage, and utilize various sales resources at various external levels to include Manufacturer Representatives and/or other direct sales employees, where applicable.
- C.** Multi-channel partner relationship management—from introduction/new growth opportunity to termination (w/corporate approval) of authorized traditional distributors, integration, national accounts, etc. Duties include day-to-day customer service/support, branded product/services awareness and formal training, long-term strategic planning (to include local market promotional programs, etc.), and mutual relationship development.
- D.** Promote, develop, and maintain end-user customer relationships via effective contact management, technical service/support, value-added activities, and best business practices aligned to corporate policies and initiatives.
- E.** Monitor sales performance via all channels and by all product categories to assess conversion, penetration, and retention (effectiveness) in the

- assigned territory. As a monthly function this is a key measurement of individual effort, channel partner focus, and industry trends.
- F.** Pro-active participation in marketing, product development and/or technical evolution beneficial to our current product offering. Identify, promote, and sponsor product refinement and new-engineered solutions specific to customer or industry segments based upon expanding market growth opportunities.
  - G.** Maintain a high-degree of inter-company communication to both inform and coordinate resources needed to manage sales/customer/channel partner related issues. Open dialogue is to be current, cross-functional, and maintained in a manner that shall further benefit and enhance our overall business policies, practices, and procedures.
  - H.** Protect the “Intellectual Property” of M A Ford at all times to insure limited competitive exposure and/or inappropriate use of this critical corporate asset.
  - I.** Formalize individual time management, sales growth objectives, annual targeted customer and channel partner sales plans, and relevant economic indicators to illustrate specific milestones/accomplishments, underperformance factors, and areas/issues to improve upon. The goal of this practice is to improve sales effectiveness and identify territory needs that enhance individual success via increased market share.

**NON-ESSENTIAL DUTIES:**

- A.** Organize and maintain a remote (home) office location for M A Ford business purposes. This would include the utilization of current communication technology to support regional business needs.
- B.** Maintain a vehicle in good working order, at all times, for business purposes.
- C.** Establish, retain, and maintain a customer contact list which shall be shared with the corporate “data warehouse”. This contact list should be detailed information on an account-by-account basis.
- D.** Organize and/or participate in regular internal sales meeting activities including teleconferences.
- E.** Travel outside regional area of responsibility to support colleagues and/or to offer unique skills that will benefit a situation or specific business need.

**SUPERVISORY RESPONSIBILITIES:**

- A.** Carries out supervisory responsibilities in accordance with the organization’s policies and applicable laws.
- B.** Responsibilities include interviewing, hiring, and training ; planning, assigning, and directing work; appraising performance, coaching, counseling as appropriate.

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE:**

- A. Two (2) year Industrial, Engineering, or Business degree; or four (4) year machine trade apprenticeship that includes cutting tool technology/application seminars.
- B. Five (5) years metalworking experience in one or more areas to include hands-on machining, manufacturing/process/industrial engineering or supervision. Five(5) years field cutting tool sales and/or sales management or five (5) years in production consumable product management, R&D, and/or sales/marketing.

**LANGUAGE SKILLS:**

- A. Ability to read, analyze, and interpret many business forms, including but not limited to, quotations, AR reports, blueprints, financial data, and competitive sales information.
- B. Must have effective oral and written communication capabilities resulting in a professional level of interface with internal and external team-members, other professionals within the business community, and business channel partners and end-user customers.

**MATHEMATICAL SKILLS:**

- A. Basic math skills required including calculating percentages, margins, etc. Basic understanding of geometry and trigonometry helpful.

**REASONING ABILITY:**

- A. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.
- B. Ability to deal with problems involving several variables in standardized situations.

**OTHER SKILLS AND ABILITIES:**

- A. This position requires the employee able to operate a motor vehicle and a current valid Driver's License.

- B.** Ability to effectively utilize a computer is required. Must demonstrate reasonable proficiency in the use of the Microsoft Professional Office Suite, particularly Excel, PowerPoint, and Word.
- C.** Must be able to utilize the Internet and e-mail platform.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- A.** While performing the duties of this job, the employee is required to sit, talk effectively, hear, stand and occasionally required to walk.
- B.** The noise level in the various environments encountered ranges from moderate to loud.
- C.** Specific demands would include transfer of product(s) shipped to home, channel partner, or end-user customer used as demo stock, test and evaluation, promotion, training, etc. Normal ( small UPS type) boxes of packages would be lifted/carried or on occasion assembled tools may be handled by the employee.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

- A.** This position requires traveling to interface with end-user customers, including shop floor meetings, product testing, at-the-spindle training, routine sales and service activities.
- B.** While working within the confines of the Corporate Office, the noise level is usually quiet. Will encounter loud noise levels under normal shop conditions.

MANAGEMENT APPROVAL\_\_\_\_\_DATE: \_\_\_\_\_

EMPLOYEE ACKNOWLEDGEMENT\_\_\_\_\_DATE: \_\_\_\_\_

The above statements reflect the general details necessary to describe the principle functions of the occupation described and shall not be construed as a detailed description of all the work requirements that may be inherent in the occupation.