



Company: MYCO Trailers

Job Title: National Sales & Marketing Manager – Dealer, OEM, Retail

Location: Bradenton FL

About MYCO: In business since 1974, MYCO Trailers is one of the top custom, all-welded marine trailer manufacturers.

Scope: MYCO is looking for an experienced National Sales Manager to contribute to our company's sales objectives and build long-term relationships with marine dealers, OEMS and retail clients.

As a National Sales Manager, you should use your creativity and thorough knowledge of sales processes to provide innovative ideas for business growth. Communication and team management skills are also essential for this position.

Key Activities and Responsibilities

- Identify market business opportunities
- Visit customers, and prospects as a technical and sales expert
- Consistently use and optimize the tools needed to grow sales and monitor sales activity
- Grow the OEM and Dealer side of the business
- Consistently meet or exceed assigned goals and objectives, including dealer acquisition, product adoption, dealer satisfaction and other metrics
- Develop Marketing Strategies alongside Director of Sales
- Work with web design firm to maintain company website
- Work collaboratively with Management and home office support personnel to provide an outstanding customer experience
- Monitor and maintain core metrics on the accounts to include pricing, customer profiles. Focus on retaining Dealers and helping Dealers maximize results.
- Supervise 1 inside sales representative

Education

- Bachelor's degree in business, Marketing, or related field
- MBA a plus

Professional Experience and Qualifications

- Minimum 5 years of relevant sales experience, preferably within the marine industry
- Strong technical aptitude and advanced mechanical aptitude
- Well-developed communication skills and ability to develop and maintain long-term relationships within various customer groups
- Ability to actively seek and identify areas of opportunity, improvement and growth
- Collaborative attitude and desire to contribute outside primary areas of responsibility

- Demonstrates passion for the business with a high degree of integrity, credibility, and confidentiality
- Ability to be in the field 25% of the time
- Excellent verbal, written and presentations skills
- Experience with MS Office, specifically Excel, able to demonstrate an intermediate understanding of pivot tables and lookups
- ERP experience, Sage 50 a plus