



Job Posting Product Line Manager Manager

Department: Sales – Ductmate Industries

Job Title: Regional Channel Manager – Southwest

Reports to: Business Development Manager – Ductmate Industries

FLSA Status: Exempt

Location: Home Office based in AZ, NM, CO, CA, UT, or NV

OVERVIEW

The primary responsibilities of the Ductmate Regional Channel Manager position is to maximize the market penetration levels of all product family and to manage the overall customer relationships within their respective territory using Consular and Versatile Salesperson approach. This includes existing distribution networks, mechanical contractors, engineering firms, OEM accounts and non-traditional market channels.

ESSENTIAL FUNCTIONS

- Reinforce Ductmate Industries mission statement, business model and market strategies to all channel and business partners.
- Develop and maintain a formal business plan for each channel partner along with a detailed forecast for product lines and markets.
- Work with Ductmate Product Line Managers to develop and maintain product price structures, market strategies and tactical plans that are consistent with business model and goals.
- Execute strategies with distribution network and define critical success factors to achieve maximum market penetration levels of products.
- Train channel partners on features, advantages and benefits of products and manage all marketing dollars, promotions, co-op funds and donations.
- Evaluate each channel partner's performance using the Distributor Report Card matrix and SWOT analysis.
- Meet with sheet metal fabricators and contractors to explain the application, installation and value proposition of the Ductmate product lines.
- Develop and manage alternate market channels, OEM accounts and alternate industry opportunities.
- Meet with and conduct presentations at engineering firms on the core Ductmate product lines by demonstrating the design elements, performance characteristics and value propositions.
- Obtain engineering firms master specification for review and implementation of core products into specification. (Core product lines include the Ductmate, Spiralmate and Proflex Connections Systems, Sealants, Butyl gasket, Polyarmor Insulation, hanging systems, Observation and Ultimate Grease Doors)
- Participate in regional organizations, associations, events and industry trade shows.
- Track and target large project opportunities and specialty applications.

- Document travel information including Outlook calendar, weekly PPP and discovery letters, Contractor Profile Sheets, expense reports, monthly travel projections and quarterly distributor reports.

TIME MANAGEMENT EXPECTATIONS

Minimum Travel 65% (34 Weeks = 100% Min. Requirements)

- 40% Contractor Meetings with Profiles
- 25% Engineer Meetings & Presentations
- 15% Distributor Meetings, Forecast & Business Plans
- 10% OEM Accounts, Alternate Market Channels and Industries
- 5% Sales Meeting, Distributor Training, Start Up or Jobsite Visit
- 5% Trade Organizations Events, Meetings, or Shows

EXPERIENCE & COMPETENCIES

- Exceptional communication skills, both written and verbal, with ability to present to an audience large and small
- Mechanical aptitude to conduct hands on training and demonstration of products
- Proficient abilities using Microsoft Office including Excel, Word and PowerPoint
- Must possess outgoing personality with positive outlook and professional appearance
- Remote nature of position requires self-motivation and focus with minimal supervision
- Key attributes – reliability, punctuality and follow through

SKILLS & EDUCATION

- Work experience in mechanical systems or construction preferred
- College or Trade School Degree in Communications, Business, or Engineering preferred

How to Apply: email resume and salary requirements to careers@dmicompanies.com