

SUZUKI CANADA INC.	
JOB DESCRIPTION	
Location : Ontario :	Motorcycle & ATV
Job Title :	District Sales Manager, MC/ATV
Reports to :	Field Operations Manager
Date :	January 2019

MAIN PURPOSE OF POSITION

The District Sales Manager is the main contact between the dealer network and Suzuki Canada for all sales matters.

STRUCTURE

This position reports directly to the Field Operations Manager. The position works closely with the Dealer network on all sales and marketing issues related to the sales of Suzuki products in the Canadian marketplace. The position has direct interaction with the following departments- marketing, distribution, product planning, accounting and on an as needed basis to the customer service, parts, service and IT departments.

NATURE & SCOPE

- Manage the dealer activity within a specified territory through daily interaction with Suzuki MC/ATV dealers and dealership personnel.
- Act as a consultant to the dealers to increase dealer commitment to the Suzuki franchise and implement strategies to maximize the retail and wholesale of Suzuki products.
- Advise national staff of ongoing activities, inquiries or problems within the district.
- Inform national management of competitive activities within the district.
- Manage the implementation of SCI sponsored programs within the district to achieve assigned goals and objectives.
- Present front-line representation of corporate goals, policies and procedures to enhance the dealer body, market penetration and brand image of Suzuki.
- Manage multiple assignments in a timely and professional manner.
- Perform all duties in a results-oriented and measurable manner.

SPECIFIC ACCOUNTABILITIES

- Sales targets both retail and wholesale
- Booking target achievement for MC/ATV product lines
- Monthly product allocation and reconciliation
- Monthly co-op allocation and reconciliation
- Territory composite analysis
- Market analysis with each dealer
- Product training
- Corporate consumer shows and dealer show attendance

- Weekly itineraries and dealer contact reports to head office
- Dealer development and new dealer set-up
- Making recommendations and presentations to improve the job function and special event programs.
- Other duties as assigned.

EXPERIENCE, COMPETENCIES AND SKILL

- The successful candidate must be a graduate of a business or marketing program from a recognized post-secondary institution.
- Minimum 5 years of related work experience within the recreational products industry (motorcycles and all-terrain vehicles).
- Suzuki product knowledge is an asset.
- Excellent verbal and written communication skills.
- Excellent understanding and use of Microsoft Office required. High level of Excel skills, and analysis required
- A valid driver's license is a job requirement and is vital to perform job functions. A motorcycle licence is an asset.
- Significant amount of overnight travel and weekend work is to be expected.