



Sales Strategy Manager

A little bit about Diamond C:

Founded in 1985, with headquarters in Mt. Pleasant, Texas, Diamond C Trailers is a family owned and operated business offering a robust lineup of innovative, feature-rich trailers, ranging from utility and car-hauler models to dump trailers and gooseneck models for heavy-duty equipment/machinery. Trailers are distributed throughout a vast network of approximately 200 Diamond C dealer partners, strategically placed across North America. Equally important as the products we sell are the values upon which we've built our business. The cornerstone of Diamond C is traditional family morals, including honesty, respect, humility, and integrity. We are a mission-driven company, and our Purpose is to fuel the growth and success of DC team members, our customers, and our community abroad.

About the Position:

Diamond C is seeking a leader who is naturally curious and is comfortable building from ground up, a sales excellence division that will ensure that market research, insights and data analytics drives our understanding of growth strategies based on the customer and their needs while being very nimble in forecasting and getting ahead of changing market dynamics. S/he is a high energy advocate for our team members, dealers and customers while developing a genuine passion for our trailers. S/he will have demonstrated experience crafting an executive story board and translating the inferences from analytics for the sales teams to help them function efficiently. This leader will be very comfortable in working through ambiguities and drive clarity to break down vision into actionable insights and develop an actual playbook for sales execution. This role reports to the Chief Customer officer of Diamond C.

Essential Functions:

- Designs, communicates, implements, and manages sales forecasting, planning, and budgeting processes
- Establishes high levels of accuracy, and partners with sales and marketing leadership to ensure that the process is consistent with the enterprise sales growth targets
- Build/develop strategic roadmap for sales operations; layout landscape for improvements (technology, people, and process). Can use different methodologies (project management, lean six sigma, iterative process improvement, etc.) to deliver on improvements
- Identifies and partners with sales leadership on opportunities for sales process improvement
- Coordinates successful implementation of new programs through the sales organization and champions an approach of continuous process improvement using tools and processes
- Plans and organizes technology investments for sales enablement in partnership with the CTO and Sales leadership, develops clear business cases for said initiatives

- Works closely with sales leadership to define the optimal performance measurements and management programs required to ensure sales organization success
- Responsible for industry and Diamond C internal sales reports and other business intelligence and research to advance sales growth strategies
- Stays abreast of commercial excellence developments as well as industry events and trends

Required Skills:

- Highly analytical problem-solving and strategic thinking skills
- Quantitative analysis skills with ability to develop and deliver a compelling story even with ambiguous information
- Demonstrated experience in executive presentations, story-telling and sound bites
- High energy self-starter with motivation, and ability to work independently, mobilize teams into action and manage multiple projects simultaneously
- Exceptional communication skills with the ability to tailor the communication to the audience and can influence internal and external decision-makers.
- Adept at managing ambiguity, complexity, and working well under stress
- High degree of comfort working with large data sets, data management tools and visualization technologies (Excel, PowerPoint, Tableau, Power BI, R, Python etc.)

Education and Experience

- Four-year college degree from an accredited institution with a minimum of five years of experience in a sales administration or analytics role across business to consumer and/or business-to-business environment's
- MBA preferred
- Minimum two years in sales operations, business planning, or analytics support
- Desirable, two years' experience in sales forecasting, planning, and budgeting
- Two years' experience in identifying, drafting, and tracking key performance indicators

We encourage and welcome applicants with any and all backgrounds, experiences, abilities, and competencies. All decisions regarding hiring, promotion, discipline, and discharge are based on qualifications, merit, and the needs of the business. We are an equal opportunity employer.