



DEALER DEVELOPMENT MANAGER

In 1985, Mike and Kim Crabb founded Diamond C with a small team and a big dream. Over the years, the company has grown significantly, now employing over 900 team members. Diamond C remains a family-owned and operated business, with a strong emphasis on our foundational “Do Work, Love Strong” culture, which is based in Mt. Pleasant, TX.

We are unwavering in our commitment to more – more process improvements, more sustainable manufacturing, and more opportunities for our team. Our purpose is to fuel the growth and success of our team members, customers, and community. We're dedicated to being a positive force for change and using our expertise to make a meaningful impact on our community abroad. This position reports directly to the Director of Sales and Service.

Shift & Schedule: Monday-Friday, weekends for travel and shows

Purpose:

At Diamond C, our purpose is to fuel the growth and success of our team-members, customers, and community abroad. We're committed to more – more process improvements, more sustainable manufacturing, and more opportunities for our team. We are looking for a leader who will be instrumental in championing EXTRAORDINARY trailer sales operations and trailer ownership experience through our distribution partner relationships in their specific region of the United States. This role is crucial for maintaining and growing the dealer network, ensuring excellent customer support, and meeting sales targets. The position involves extensive travel, attending trade shows, dealer events, and collaborating with internal teams to achieve business goals.

Responsibilities:

- Manage and grow the dealer network by developing current dealers, prospecting and onboarding new ones, closing sales, ensuring continuous order fulfillment, providing post-sales support, and coaching dealers on best practices and goal setting.
- Travel at least two weeks per month to the assigned region. Attend trade shows and dealer events, promoting products and services while managing travel expenses within the budget. Follow the pre planned dealer visit plan.
- Collaborate with internal teams to ensure smooth operations and dealer satisfaction, documenting each dealer interaction and tracking key information. Assist in planning monthly regional meeting updates as part of the Dealer Development Manager team.
- Meet predetermined goals to ensure program health and growth, establish benchmarks to measure and improve performance, and provide tools and resources for dealer programs, including webinars, training, portal access, assessments, and surveys.
- Stay current on industry trends and updates, sharing relevant information with team members and dealers. Continually evaluate and provide insights to improve dealer service and activity quality. Be available to speak, train, and attend shows/events as required.
- Develop a well-rounded understanding and application of small business functions, ensuring a comprehensive approach to dealer support and development.
- Ensure conversations with underperforming dealers are timely and action plans put in place. Follow exit strategy when it is determined that a dealer is no longer continuing with Diamond C.

Qualifications:

- Bachelor's degree in Business, Marketing, or related field preferred.
- Minimum of 3-5 years of experience in B2B sales, preferably in the utility trailer or automotive industry.

- Proven track record of meeting or exceeding sales targets.
- Three years of minimum experience in building a distribution network strategy from onboarding to contracting and ongoing management.
- Commitment to collaboration, human connection, and positive, blameless problem-solving, with the willingness to travel extensively for dealer relationships and attend professional development training while maintaining within budget.
- Excellent negotiation, communication, and interpersonal skills with strong organizational abilities and the capacity to work independently or as part of a regional team.
- Proficiency in CRM software and Google Suite.
- Required to travel by car and commercial airline frequently (50% or more).

Benefits:

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| • Medical | • Paid Maternal/Paternal Leave |
| • Dental | • Tuition Reimbursement Program |
| • Vision | • 401(k) & Company Match |
| • Long and Short Term Disability | • Scholarship |
| • Employer Paid 25K Life Insurance | |
| • Other Supplemental Policies | |

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.