



Position Description

Title: Dealer Sales Engagement Manager

Job Summary: Under the direction of the Sales Leader, the Dealer Sales Engagement Manager is a highly motivated, dynamic and enthusiastic program ambassador who connects with our dealers to cultivate close and lasting relationships, identifies and pursues new business opportunities, possesses a deep understanding of our contract office furniture products and services, utilizes a proactive and strategic approach to achieve sales targets, and keeps our dealers up to date with all things INDEAL. This team member is encouraged to think outside the box and isn't afraid to take initiative. This role plays a pivotal part in driving sales growth and expanding our market presence.

As one of the primary points of contact for dealers, this role is expected to complete daily outreach to dealers highlighting program features, benefits, value, and promote various services and partners' services. This role also works closely with the Brand Strategy Manager in creating and implementing additional strategies to foster better dealer relationships with various Brand Partners.

This role also manages the Champion Program, a subset of the Dealer-Facing Team, by developing and executing strategies to increase Champion presence at dealerships and to keep Champions informed and up-to-date on the INDEAL program and Brand Partners. Acting as the primary liaison between Champions and INDEAL, this role hosts monthly webinars (aka our Roundtables) and conducts regular touchpoints via telephone and video conferencing with confidence, tact and an engaging and charismatic personality.

The team member is expected to work from a home office environment with access to high-speed internet for video conferencing and reliable communications. It is expected that the team member is able to conduct interactions in a professional and friendly manner. Some travel within Canada and the US is required for this role. The team member must be self-disciplined and able to work with minimal supervision to meet deliverables and targets.

- Responsibilities & Duties:**
- Cultivate and maintain strong relationships with all key stakeholders at the dealerships.
 - Identify and pursue new business opportunities, utilizing a proactive and strategic approach to achieve sales targets.
 - Possess a deep understanding of our contract office furniture products and services, providing clients with INDEAL solutions tailored to their needs.
 - Assists the Sales Leader in creating and implementing dealer strategies and helps to coordinate activities to meet timelines and achieve desired goals.
 - Executes, monitors and tracks all dealer outreach strategies and activities.
 - Coordinates all follow-up outreach and next steps resulting from dealer visit reports and dealer principal reviews.

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- Acts as the primary point of contact for dealers.
- Provides updates on dealers and dealer strategy to senior management.
- Works in tandem with the Brand Strategy Manager on select strategies and initiatives aimed at building and improving dealer relationships with Brand Partners.
- Introduces and recruits dealers to work with INDEAL's strategic partners.
- Promotes, recruits and onboards new Champions, building a stronger Champion Program and community.
- Develops and implements strategies to increase Champion presence at Canadian and US dealerships.
- Keeps Champions informed and up-to-date on the INDEAL program and Brand Partners through monthly Roundtables and regular touchpoints.
- Enhance the monthly Champion Roundtables to increase value and importance to the Champions, making it a can't-miss monthly event.
- Serves as the primary point of contact for Champions.
- Promotes and educates Champions on the INDEAL tools and resources, such as live design training using INDEAL Spaces and Learning Journeys on INDEAL U, and how to leverage them at their dealership.
- Obtains complete and current dealership information and contacts to update databases and distribution lists for the INsider newsletter and viewpoint.
- Promotes and coordinates INTERactions with Champions, Brand Partners and their rep groups. Travels to attend INTERactions on occasion.
- Completes appropriate dealer visit reports, as required.
- Travels and attends annual Champion Conference, and other conferences and events, as needed.
- Communicates user feedback, problems, concerns, or questions and development ideas/suggestions to the various departments and senior management, where appropriate.
- Creates and maintains account and contact records in D365.
- Promotes various services, tools and partners' services using persuasive language and techniques.
- Confidently fields calls from dealers and responds to inquiries in a timely manner.
- Other duties as assigned.

Knowledge and Previous Experience

- Proven track record in sales and business development within the contract office furniture industry, preferably at a dealership.
- Strong sales skills with experience in achieving and exceeding sales targets.
- Excellent verbal and written communication skills to articulate the value proposition of our products and services effectively.
- In-depth understanding of the contract office furniture sector, including key stakeholders.

Personal Qualities

- Strong communication skills, both verbal and written
- Enthusiastic, dynamic and personable
- Proactive and self-motivated

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- Adaptability to changing circumstances and requirements
- Resilience in the face of setbacks is important for maintaining a positive and effective approach.
- A focus on achieving and exceeding sales targets, with a results-oriented mindset and commitment to driving business growth.