



Sales Coordinator

ASV Holdings, Inc. designs and manufactures a full line of compact track loaders and skid steers used primarily in construction, forestry, landscaping and agriculture. ASV also sells OEM equipment and aftermarket parts.

OVERVIEW:

This position's primary role is to provide direct support ASV's Sales team & assist the Marketing team.

RESPONSIBILITIES:

- Communicate with dealers and dealer prospects to execute daily business activities.
- Manages ASV's lead generation process and convert leads into dealer sale prospects.
- Assist National Sales Manager (NSM) with all daily business activities, and acts as the NSM's liaison at ASV HQ in Grand Rapids, MN. Support VP of Sales & Marketing as required.
- Assists with the production of sales presentations and manages all supporting materials.
- Assists sales team in usage and management of ASV's Salesforce CRM.
- Maintains, edits, and distributes ASV's product price and spec books.
- Owns department documentation resources and processes including marketing materials.
- Distributes dealer set-up documents, start-up kits, brochures and sales support materials.
- Coordinates & organizes sales meetings, conferences, dealer/guest visits to ASV HQ.
- Manages & tracks Demo and Bailment machine process.
- Manages company leased vehicles.
- Owns departmental sales reporting duties as defined by business requirements.
- Continually maintains master dealer & customer lists and ensures Salesforce CRM alignment.

QUALIFICATIONS:

Education and/or Experience:

- Bachelors or Associates degree in business, marketing, communication, or similar field preferred.
- 2+ year's relevant work experience in sales, marketing, customer service, or dealership environment.

Knowledge, Skills, & Abilities:

- Proficiency with MS Office (Excel, Word, and PowerPoint) required.
- Excellent customer relations and interpersonal skills are essential.
- Must have high energy and be self-motivated to complete the essential duties.
- Must have strong time management and organizational skills in order to prioritize multiple projects.
- Excellent communication skills; both written and verbal.
- Must have attention to detail with a high level of accuracy.
- Able to travel up to 10% of the time.

The above Job Description is not intended to be an all-encompassing list of responsibilities, skills, efforts or working conditions associated with this position. It is intended to be a guideline reflecting the principle activities.