

ROTATION ENGINEERING & MANUFACTURING – SALES & MARKETING MANAGER

POSITION OVERVIEW

COMPANY BACKGROUND & CULTURE

- **History of the company.**
 - Rotation Engineering (www.rotationengineering.com) was founded in 1973 as a tool and die company in Minnesota. In response to demand for single-source responsibility, Rotation added metal stamping operations in 1975. Business expanded rapidly and soon Rotation added manufacturing capabilities, including Electrical Discharge Machining (EDM) and laser equipment, press brakes and shears, welding, and machining centers. The company manufactured a wide range of parts, from filet knives to blood pumps and even parts used in the country's defensive operations.
 - In 1995, Rotation moved into a new, custom-designed 38,000 square-foot building in Brooklyn Park, its current location. Responding to increased business, Rotation also expanded services offered to customers. This further differentiated the company and provided customers with lower costs and faster response times. These services, in conjunction with extensive manufacturing capabilities, have become the foundation of Rotation's customer appeal.
 - In 2010, Craig Komschlies purchased Rotation Engineering. Komschlies, who is the current owner and president, has more than 20 years of experience in the metal stamping business.

- **Rotation Engineering Today**
 - Today, Rotation is a mid-volume metal stamping company with a state-of-the-art facility offering a complete range of manufacturing capabilities to OEMs (original equipment manufacturers) and quality manufacturers throughout the United States and beyond. From the agricultural and transportation industries to electronics manufacturing and custom tooling, it is a one-stop shop for all the custom metal stamping and precision fabrication needs of its customers.
 - Rotation is an EOS-based company (www.eosworldwide.com/)* and has a five-year growth plan to increase its business by 50%. Through a keen focus on its sales and marketing strategy and unique combination of services, including engineering insight; cost-efficient, high quality tooling; and organizational responsiveness, Rotation is excited about its expansion.
 - **EOS, the Entrepreneurial Operating System, is a complete set of simple concepts and*

practical tools that helps thousands of entrepreneurs get what they want from their businesses. By mastering this simple way of operating, leadership teams of growth-oriented companies systematically and permanently improve.)

WHY JOIN THE ROTATION ENGINEERING TEAM?

Rotation Engineering is a growth-oriented company looking for a talented Sales & Marketing Manager who is excited to be a part of a top-notch team that will help fuel its rapid growth. Rotation's passion is building a united team that:

- Continuously improves and innovates
- Champions operational excellence
- Embraces professional growth
- Creates strong partnerships
- Cheers each other on
- Has safety built into everything we do

If you align with the following company values, you will feel right at home at Rotation:

- **Integrity:** We have strong moral principles which drive us to “do the right thing” for our customers and one another.
- **Above and Beyond:** We are motivated and committed to doing not just what is required, but what is needed. We strive to exceed expectations!
- **Customer-Driven:** We think like our customer and make decisions with their satisfaction being the goal.
- **Attitude is Everything:** We use an enthusiastic and energetic approach to meet challenges with a willing and positive attitude. “Let’s do it!”
- **Team First:** We work together for the betterment of the company, respecting each other’s roles and abilities while always doing our individual best for the collaborative success of the team.

POSITION BACKGROUND

- **Location:** 8800 Xylon Avenue North, Brooklyn Park, Minnesota 55445

- **Key stakeholders.**

As the Sales & Marketing Manager, you report to the General Manager. You will work closely and collaboratively with many colleagues.

- **Leadership Team:** You will sit on the leadership team, which includes the President (Visionary), General Manager (Integrator), HR Manager, and Operations Manager. The leadership team is responsible for setting the strategic direction of the company and ensuring efficient operations to deliver high quality work to customers.
 - **Craig Komschlies, Owner and President.** The President identifies new strategies,

opportunities, and key relationships (new and existing) with suppliers and customers. The President sets the tone for the culture of the company.

- ♦ <https://www.linkedin.com/in/craig-komschlies-a9b1127/>
- **PJ Voysey, General Manager.** You will report to the GM and will work collaboratively with the GM on sales performance, in addition to reporting, compensation plans, sales plans, forecasts, and expenses.
 - ♦ <https://www.linkedin.com/in/pjvoysey/>
- **Rich Neubauer, Operations Manager.** You will work hand-in-hand with the Operations Manager to forecast work, fulfill customer needs, and manage any issues.
 - ♦ <https://www.linkedin.com/in/richard-neubauer-6226a945/>
- **Andrea Komschlies, HR Manager and Marketing Specialist.** You will oversee the marketing specialist who is responsible for the company's web presence, tradeshow and events, campaigns, and the content development program.
 - ♦ <https://www.linkedin.com/in/andrea-komschlies-79843a7/>
- **Sales Team**
 - **Senior Account Manager/Sales Engineer:** This role will oversee the Senior Account Manager/Sales Engineer, who focuses on account management and development, supporting new business development, sales engineering, and customer onboarding.
 - **Estimator:** You will oversee the estimator who is responsible for all quotes to customers. The estimator delivers quotes to customers directly, and through the Senior Account Manager/Sales Engineer, portals, and manufacturer representatives.
- **Customer Service:** The customer service department is responsible for working directly with customers and operations to process sales orders, schedule work, manage customer requests, and solve customer issues. The Sales and Marketing Manager will collaborate with customer service to ensure orders are delivered on time and to the customers' expectations.

POSITION OVERVIEW

Purpose of Your Role

The Sales and Marketing Manager's primary goal is to develop the sales organization in alignment with aggressive company growth goals. This position will be primarily charged with supporting Rotation Engineering in each of the following areas of responsibility that will be explained further in the paragraphs below:

- **Leadership, Management, and Accountability**
- **Meeting Revenue and Margin Goals**
- **Customer and Industry Diversification**
- **Sales Process Management**

▪ **Leadership, Management, Accountability**

- Demonstrate understanding of how Rotation Engineering operates including strategy, profitability, and operations. Translate vision and strategy into sales and marketing initiatives that directly drive sales activity. Communicate and execute on sales strategy in alignment with company goals. Stay aligned with leadership on goals, strategies, processes, and key decisions.
- Embrace and drive EOS implementation and adoption.
- Embrace and drive operational excellence and continuous improvement.
- Consistently demonstrate and reinforce Rotation Engineering's core values.
- Provide professional representation in communications and interactions across the company, industry, and community.
- Provide regular, open, and transparent communications with leadership regarding successes, challenges, and changes. Establish and maintain an effective system of communication between sales team and all functional areas within the company. Work effectively with all departments and leaders for day-to-day leadership of the company as well as preparing the company for continued growth.
- Communicate information clearly and effectively to the sales team, leadership, and customers.
- Own and enhance the system for tracking prospects, customers, and opportunities.
- Drive recruiting, hiring, and onboarding strategies and processes for sales team, including manufacturer representatives, account managers, estimators, and marketing specialists.
- Assess sales team performance, lead efforts for performance improvement, and manage through changes including promotions, role changes, and departures.
- Conduct routine meetings (1x1's, team meetings). Hold accountable sales team members for:
 - Activities and expectations.
 - Achieving goals.
 - Following a defined sales process.
 - Using and leveraging sales and marketing tools.
- Perform quarterly and annual performance reviews.
- Through formal and informal coaching and training, teach customer-facing staff what it means to:
 - Understand customer needs in context of our offerings.
 - Deliver superior customer service through quick response times and professional and courteous communications.
 - Proactively manage customer satisfaction and service delivery by anticipating potential customer service problems, and monitoring customer satisfaction.
 - Create interest and urgency within clients and prospects.

- **Meeting Revenue and Margin Goals**
 - Through joint consideration and planning with leadership, determine and formulate sales strategies, initiatives, and rocks (goals) designed to achieve revenue and profit targets.
 - Focus on team and individual selling efforts to achieve sales targets.
 - Perform individual and joint calls/visits to secure/develop accounts and opportunities.
 - Drive revenue growth and protect core business by managing the team and their ability to prospect new opportunities and further penetrate existing customers by presenting Rotation Engineering's solutions and helping customers forecast and maintain accurate inventory levels.
 - Recommend and implement direct and channel sales strategies and tactics to secure new opportunities.
 - Actively recruit and directly oversee manufacturers' representatives to expand Rotation Engineering's footprint.
 - To support the sales effort, work with Marketing on development and implementation of a marketing plan to include the website, social media, campaigns, and tradeshows.

- **Customer and Industry Diversification**
 - Focus on new customer development and industry diversification through direct and joint selling efforts with internal and external business development resources.
 - Map target organizations, identifying and meeting with decision makers and influencers in those accounts, and finding and closing new opportunities. Consultative selling activities include:
 - Effectively qualifying and prioritizing opportunities that fit Rotation Engineering's criteria for the ideal customer.
 - Strategizing with, guiding, and educating customers to ensure we are delivering the best solution.
 - Creating a sense of urgency to close new opportunities.
 - Understanding, assessing, and refining Rotation Engineering's marketing strategy and competitive advantages to effectively differentiate and sell Rotation Engineering's value in a competitive market.
 - Understand market trends, market intelligence, and competitive information.

- **Sales Process Management**
 - Leverage tools to prospect and qualify leads, perform discovery, quote, close business, and maintain and grow customers.
 - Define/refine sales activity leading and lagging indicators that provide visibility into effectiveness throughout the sales process; incorporate into operating system to drive revenue.
 - Leverage ERP/other tracking tools for reporting/data to forecast, analyze performance, and track activity. Shore up any gaps.

Minimum Qualifications

- Core values match is a must.
- Minimum of 10 years managing sales.
- Strong knowledge of manufacturing – metal stamping and fabrication experience required.
- Successful sales management experience, including oversight of estimating and manufacturer representatives (managing a channel).
- Experience selling and leading at the same time.
- Strong coaching skills – ability to observe, listen and provide feedback for skills development.
- Ability to create, execute and hold others to a sales plan and process.

COMPENSATION & BENEFITS

Compensation is dependent on experience and is a combination of salary and annual bonus. A full benefits package is also provided.

INTERESTED? CONTACT ME TODAY.

Jennifer Henderson, President

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