



# **TRANSPORTATION PRODUCTS GROUP (TPG) REGIONAL ACCOUNT EXECUTIVE**

## **Position Description:**

As a Regional Account Executive for Wabash National, you will be overseeing a high transaction territory, responsible for new trailer sales as well as revenue goals from all other product lines at WNC. Developing new accounts and serving existing accounts, you will work cooperatively with cross-functional teammates to accomplish tasks.

You have responsibility for achieving budgeted levels of trailer sales, as well as driving business to company owned branches for service sales and used trailer sales. Will be responsible for an assigned named account list within a geographical territory. Other objectives exist relating to collection of receivables, customer satisfaction, market share, and process management.

## **Position Responsibilities:**

- Achieve monthly / annual unit sales targets for budgeted unit sales for assigned trailer sales territory
- Achieve budgeted revenue for all WNC product lines into named accounts.
- Achieve budgeted unit sales by product type
- Achieve target EBIT by product and territory for the year
- Develop and implement effective coverage model for your territory
- Prospect and develop new customers through effective cold calling and developing new accounts
- Develop account management plans directed at all named accounts in your territory  
Complete and maintain contact and call information for all accounts
- Following Firm Order Management (FOM) guidelines to minimize risk on all deals
- Collecting new trailer sales Accounts Receivable timely, within FOM, to optimize cash flow for the company
- In partnership with customer service department, resolve any design and production issues, and ensuring timely trailer shipment/delivery of finished products.

## **Qualifications, Skills and Abilities:**

- Bachelor's degree required with a minimum of five (5) years of selling experience, industry experience preferred, but not required.
- Proven sales track record, capable of consistently achieving top quartile sales results.
- Interacts well with business owners and executives, with prior success selling to executives.
- Sales methodology expertise, including the ability to perform consultative sales techniques.
- Formal sales training from a recognized institution (SPIN selling a plus).
- Strong time management skills to manage call patterns with customers to ensure all customers in territory receive appropriate contact and follow up, relationship building.
- Experience in managing large territories with diverse customer characteristics
- Experience in a high performance selling culture.
- Strong technical background or willingness to commit to learning.
- Computer proficiency – competent abilities to work with Excel, PowerPoint, Word, Lotus Notes, internet, and other desktop applications.

## **Behavioral Competencies:**

- Goal Oriented – willingness towards being evaluated on sales results, not effort.
- A self-starter, proactive, and a problem solver.
- High self esteem – resolve to bounce back with vigor from difficult sales situations / losses.
- Business acumen skills – strong behavioral skills appropriate to the level of individual you are dealing with
- Growth and ability to learn – willing to try new ideas, not too rigid, opinionated, or arrogant.
- Solutions-driven approach to customer needs – focusing on leveraging all products, services, and resources of Wabash National to satisfy your clients' needs, and successfully differentiate Wabash National from the competition.
- Good time management skills leading to organized, non-impulsive decision- making.
- Ability and willingness to complete an adequate level of detail work, including forecasting, sales reporting, lost deal reporting, territory and customer reviews, sales meetings, assignments, etc.
- Organization of Work and Time
  - Develops and follows account interaction plans, and executes the plan.
  - Builds relationships with customers while they are not in the buying cycle.
  - Completes work assignments and achieves deadlines consistently.
- Communication
  - Possesses empathy to create meaningful dialogue; demonstrates strong listening skills, drawing accurate meaning and context from discussions. Taking appropriate actions based on communications.

- Effective presentation skills.
- Ability to organize thoughts, ideas, and messages in an easy to understand fashion.
- Acceptable level of knowledge of technical jargon.
- Selling Skills
  - Demonstrate knowledge of stages of sales calls.
    - Generate rapport, needs identification, qualification, solution presentation, preventing or resolving objections, closing, post-sales follow-up (delivery, customer satisfaction, etc.).
- Willingness to travel extensively and constantly be in front of the customer.

**Qualified candidates should e-mail resume along with salary history  
in confidence to:**

**[careers@wabashnational.com](mailto:careers@wabashnational.com)**

**NO PHONE CALLS PLEASE**

EOE, M/F/H/V