



## SPECIALTY PRODUCTS COMPANY

**Position: Regional Sales & National Account Manager (to include Senior level)**

**Department: Sales**

### Company Overview

Specialty Products Company (SPC) and its portfolio of industry-leading brands design and manufacture wheel alignment parts & tools, chassis parts, and motorsports fluid systems. Selling more than 2,500 SKUs to the automotive and performance markets worldwide, SPC sets the gold standard in product design, education, and customer service. SPC is an ISO 9001 / IATF 16949 certified company. Since 1971, its commitment to quality at every step has made SPC a preferred partner for OEMs, distributors, designers, and technicians.

**Summary of Duties:** Responsible for planning, implementing and directing sales activities through indirect sales representatives and directly to WD's & installers in assigned geographic territories. Responsible for the relationship and development of sales plans and support for assigned National & Key Accounts.

### Required Competencies:

- **Sales/Negotiation** - Able to develop sales strategies and deliver information efficiently and accurately using the right medium. Able to use both verbal and nonverbal persuasion and influencing skills to develop new business and maintain existing business.
- **Communication skills** – Able to communicate through verbal and written mediums. Able to listen carefully, observe and apply knowledge to offer effective solutions. Ability to explain product features and/or resolve customer complaints.
- **Business Acumen/Strategic Planning** – Able to communicate customer status, potential and realistic forecasts to management. Identify emerging markets and market shifts to guide new product development. Able to manage channel and account conflicts to drive all business forward.
- **Account Management & Retention** – Able to manage and develop promotion and sales campaigns. Maximize the introduction and sales of new products. Able to build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs.
- **Presentation Skills:** Able to present the company and product line at local and national trade shows, networking events, conferences and exhibitions.
- **Computer & Technology Skills** - Able to use Microsoft Office Suite of programs with advanced proficiency and adept at working within ERP systems, CRM, and Customer portal sites to process data, create reports and deliver insights.
- **Highly Detailed:** Able to process all forms of work with a high degree of accuracy and detail. Able to manage multiple tasks.
- **Travel** – Job based in Longmont, CO. Able to travel extensively, often under limited notice. Must possess and maintain a valid driver's license.

### Preferred Competencies (*Background in these competencies valued but not required*)

- **Knowledge** – Has significant sales and product knowledge in the Automotive Parts Aftermarket with a focus on undercar parts. Has knowledge of market channels, and buying groups. Possesses established relationships with key national automotive accounts.
- **Problem Solving** - Ability to analyze the situation, ascertain possible opportunities, draw meaningful conclusions, and find actionable takeaways and work on the implementation of those ideas.

- **Internet Sales Knowledge** - Has experience with multiple internet sales platforms and Minimum Advertised Price (MAP) policies.
- **Enthusiast Sales Channel Knowledge**- Has experience with and knowledge of performance and off-road channels and their dealer networks.

Example Activities for this position:

- Routine contact and visits to all levels of customers. To include fieldwork with WD sales personnel.
- Routine sales presentations to WD's to update them on the latest product and increase their alignment knowledge.
- Continuous cold calling and territory development at the WD and installer level.
- Utilize internal CRM tools to increase and update customer contact information.
- Regular engagement with independent sales representatives to update them on the latest product, increase their alignment knowledge and set & monitor sales targets.
- Analysis of customer accounts (both purchases and sales out) using ERP and customer portal data to provide timely insights to management.
- Other duties as assigned

Senior Regional Sales & National Account Manager role requires:

- Prior demonstration of ownership and leadership for the relationship and business development of sales plans and support for National & Key Accounts outside of SPC current market.
- Prior aftermarket parts industry work experience in a Sales VP, GM, Director or like position
- Minimum 10 years of work experience in major automotive aftermarket parts retailer or supplier
- Demonstrated track record of independently developing key and primary relations within the industry
- Demonstrated hands-on customer/industry data or portal experience, capable of pulling down data, evaluating, analyzing of data in order to develop insights and strategic direction.
- Preferred sales analyst experience
- Advising senior leadership management of sales opportunities and driving those opportunities

**I acknowledge that I have read this job description, and I am able to perform the essential duties of this position with or without a reasonable accommodation.**

**If reasonable accommodation under the ADA has been requested and granted, those details must be included here:**

**Signatures are required upon offer and acceptance of employment, offer of temporary assignment, or upon revision of job description:**

**Print Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date Signed:** \_\_\_\_\_

**COO or CEO Signature:** \_\_\_\_\_  
*(NOTE: COO or CEO signature needed FOR ADA ACCOMODATIONS ONLY)*

*Specialty Products Company (SPC) is an equal opportunity employer. SPC provides equal employment opportunities to all employees and qualified applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.*

Revision: April 2025