

# ROCKFORD CORPORATION

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**JOB TITLE:**

Regional Sales Manager – Powersports Aftermarket: Marine

**REPORTS TO:**

National Sales Manager

**JOB SUMMARY:**

In this role you are the sales manager who leads the effort in selling Rockford Fosgate's marine audio products in the US market. You will analyze the marine aftermarket sales channel and assist the leadership team in the development and implementation of a business plan that achieves the sales and profit goals of the company. While this position is an individual sales contributor, you will have input into strategic planning, market development plans, and future product development.

**SUMMARY OF KEY RESPONSIBILITIES:**

- Actively works to achieve the sell in of goods into the marine aftermarket business segments including dealerships and retail locations that service and support aftermarket parts for boat owners.
- Identifies and approaches key or strategic partners and sets short- and long-term sales plans with those customers.
- Travels aggressively to gain new business, establish relationships, and grow sales with existing customers.
- Maintains close relationships with distributor and retail customers to develop business strategies that are beneficial to Rockford Corporation. Includes communication with account executives, buyers, inventory analysts, product planners, advertising, and merchandising as needed.
- Develops sales campaigns to accommodate goals of the company.
- Assists the planning department in developing an annual sales forecast for the marine aftermarket channel.
- Routinely communicates with internal teams to propose product or service enhancements and to provide feedback from the aftermarket distributors and dealers.
- Maintains a high level of product knowledge.
- Represents the company at various trade events, community functions, and business meetings to promote the company.

**QUALIFICATIONS:**

- Minimum of five years of sales experience in the marine industry
- Manufacture or National Rep experience preferred
- Relationships in the marine retail sales, distribution, and service industry are a must
- Excellent communication, presentation, and negotiation skills required
- Requires a highly organized individual
- Self-motivated and commitment to meet or exceed deadlines
- Proficient using Windows Office Suite, cloud-based software portals, and possesses general PC Skills
- Bachelor's degree or equivalent years of experience required

Please submit your resume and cover letter to [jobs@rockfordcorp.com](mailto:jobs@rockfordcorp.com)