

Channel Development Lead (Sales Department)

Sales Department Summary

Walker Manufacturing sells products solely through a two-step distribution sales channel via 42 distributors worldwide, each with exclusive geographic territory. These 42 distributors maintain a diverse dealer network of 600+ active outdoor power equipment dealerships providing new inventory, knowledgeable salespeople, local marketing, proper branding/merchandising, and excellent after-the-sale technical service for their local territory. The Sales Department at Walker Manufacturing is the primary communication link between the manufacturer and the distributor/dealer, coordinating extensively internally and externally to ensure brand growth and an exceptional customer experience.

Job Description Summary

The Channel Development Lead influences and deepens existing and new channel partner relationships, primarily at the distributor level. He/She is responsible for clearly communicating program and product changes in order to maximize distributor and dealer success. This is accomplished by developing and managing factory-sponsored programs, providing effective sales support data and communication, and providing consultative and advisory support to the sales channel.

Essential Duties and Responsibilities

- Maintain relationships with distribution colleagues
- Track and communicate key industry metrics internally and externally, with recommendations on actionable items.
- Identify opportunities to further develop distributors' teams and dealer coverage
- Be the key relationship point of contact between Walker Manufacturing and our distribution channel
- Identify opportunities in the sales channel and coordinate internal resources to complete projects
- Administer and promote dealer and distributor sales programs
- Provide clear written and verbal communication on program and product changes
- Support and train channel salespeople
- Coordinate cross-departmental help to plan and execute internal and external events and training classes
- Travel required (less than 20% total), including some international travel

Knowledge and Skill Requirements

- Strong written and verbal communication skills
- Can identify and assimilate critical performance data to make sound decisions
- Confident and comfortable with public speaking and presenting
- Demonstrated leadership and people management
- Demonstrated ability to effectively address and resolve conflict in a timely manner
- Extremely high ethical standards. Must be able to work with confidentiality at all times. Must welcome accountability and supervision.

Preferred Experience and Qualifications

- Bachelor's degree in a business-related field or equivalent practical work experience
- 7+ years of experience with primary duties including relationship management, project management, marketing or leadership
- Demonstrated history of influential leadership to effect change
- Business planning and financial analysis skills to identify opportunities and risks in various business models
- Computer skills, including Google Workspace, Microsoft Excel