



Dear A-Team,

We are pleased to share that the organization is looking for a **National Fleet Sales Manager.**

### **Role Overview**

We are seeking a driven and strategic National Sales Manager to oversee our fleet sales operations at Adrian Steel Company's corporate headquarters located in Adrian, Michigan. In this role, you will be instrumental in developing and executing sales strategies that drive revenue and profit growth, optimize market penetration, and enhance customer engagement. You will lead a team of sales professionals, fostering a culture of performance and accountability while collaborating cross-functionally to align our sales initiatives with broader company objectives. It requires a deep understanding of the fleet industry, exceptional leadership skills, and a commitment to delivering tailored solutions that meet customer needs.

### **Success as a National Fleet Sales Manager is being able to achieve the following expectations:**

- Develop and implement comprehensive sales strategies to achieve annual revenue and margin targets within the U.S.
- Lead, mentor, and inspire a team of fleet sales representatives, ensuring they have the tools and training necessary to succeed.
- Build and maintain strong relationships with key fleet customers to ensure customer satisfaction and loyalty.
- Analyze market trends and customer insights to identify new opportunities for growth and expansion.
- Conduct regular performance assessments and provide constructive feedback to team members to drive continual improvement.
- Collaborate with marketing, product development, operations, and supply chain teams to develop and deliver customized solutions for fleet customers and to ensure alignment of promotional activities and product launches.
- Manage the fleet sales process from obtaining quotes through installation and delivery of upfitted vehicle to fleet customer.
- Develop and maintain knowledge of Adrian Steel products and services.

### **Required and Preferred Qualifications**

#### **Required:**

- 5+ years of experience in sales or fleet management in the automotive industry or a related role, with a proven track record of successful leadership and business objectives.
- Strong understanding of sales principles, practices, and customer relationship management.
- Ability to analyze data and market trends to inform strategic decision-making.
- Exceptional communication, negotiation, and interpersonal skills.

#### **Preferred:**

- Bachelor's degree in business administration, sales, marketing, or a related field
- Experience in the automotive/commercial vehicle sector.
- Demonstrated ability to lead and develop high-performing sales teams.
- Proficiency with CRM software and sales analytics tools.



### **Technical Skills and Relevant Technologies**

- Strong familiarity with CRM platforms such as Salesforce or HubSpot.
- Proficient in Microsoft Office Suite (Excel, PowerPoint, Word) for reporting and presentations.
- Experience with data analysis tools to derive actionable insights from sales performance metrics.

### **Soft Skills and Cultural Fit**

- High level of self-motivation and a results-oriented mindset.
- Excellent problem-solving skills and the ability to think strategically.
- A collaborative approach, with the ability to work effectively across departments.
- Adaptability and resilience in a fast-paced sales environment.

### **Additional Requirements:**

- Must meet and maintain all requirements to be a “Driver” as defined in Adrian Steel Fleet Corporate Driving Policy
- Valid driver’s license and acceptable driving record

Adrian Steel is excited about the potential opportunity to continue our efforts of promoting within. This effort allows us to invest in our people while participating in on-the-job training, continued education, and development.

Internal promotions allow us to recognize current employees’ skills, behaviors, experience, and dedication while challenging and supporting them in achieving their professional goals. Adrian Steel will consider all internal applicants prior to seeking candidates outside of the organization.

If you are interested in this position, you must discuss your decision with your manager, this will allow them to support you in the application process as well as prepare for any possible changes within their department.

To be considered for this position, you must submit a resume and let the HR team know you are interested in the position no later than **Tuesday, February 3<sup>rd</sup>**. You can email [HR@adriansteel.com](mailto:HR@adriansteel.com) or come directly to the HR office. If you have any questions, feel free to reach out to the email address above or call (517) 265-6194.