



3702 Prairie Lake Court, Aurora, IL 60504

OPEN DISTRICT- FLORIDA, GEORGIA, ALABAMA AND MISSISSIPPI

Job Title: District Manager

Classification: Exempt

Reports To: President of BERNINA of America, Inc

Date Created: April 2012

Job Summary: Meet District growth objectives while selling the whole range of BERNINA and Bernette products. Manage dealerships within a defined District to maximize market share through committed dealership dedication to an in-depth knowledge of the BERNINA and Bernette brands. Recruit high-potential dealerships to fill in voids in distribution. Assist in training dealership staff on product and effective selling techniques. Manage and assist as needed at outside-the-store consumer events. Suggest effective sales and marketing programs to management and share selling and training successes with DM Team.

Goal Achievement: Develop annual dollar and unit sales plans as directed by management. Achieve above-average district ranking in dollar sales and high-end unit growth.

District Management:

- Implement corporate growth and market development programs. Prioritize metro market share growth by helping develop and manage local promos, training and in-store events
- In-store support of all A-Stores a minimum of 3-4 times per year; all B-Stores 2-3 times per year; and all C- and D-Stores 1-2 times per year.
- Establish strong Dealer relationships to ensure exclusive or primary partnerships to maximize BERNINA's market share within all major markets.
- Prioritize selling corporate promotions to each dealership. Maintain effective store selling staffs through regular trainings, especially in multi-brand situations where brand loyalty is most important. Manage local shows and consumer events by selecting participating stores with the best management and selling skills.
- When Dealerships lose market share, develop recovery plans that will quickly return our brands to their prior and increased levels.
- Develop creative solutions; realistic and innovative. Take initiative to find solutions and learn new processes. Identify "Success Criteria" for profitable, high-share dealerships; effectively communicate these criteria to all dealers.
- Recruit New Dealer Candidates to maximize brand penetration while maintaining current market strengths. Identify voids in distribution; actively search for representation within those voids; select the best qualified candidates; help train selectees in product as well as in demonstration and selling skills; and provide extra supports during their developmental years.
- Utilize approved District Funds to support extra selling efforts with sound returns on investment. Manage District Loan Account to place BERNINA machines in Show classrooms and booths as well as at in-store, hands-on selling events. Sell loan machines on a timely basis (every 6 months) and at approved prices. Manage Expense Budget to support all dealers and events.
- Provide management with regular reports on District sales and trainings as well as on Regional and Local Show / Event results.
- Use local resource personnel to more effectively support consumer events. Prioritize time commitments to best manage national marketing programs and metro market growth.

Communications:

- Provide updates to management on effectiveness of national and local promotions and trainings as well as competitive promotions and new products. Provide weekly email Dealer Updates and Monthly / YTD dealer rankings of sales and growth versus LY.
- Suggest regional and BU classes that will increase the management, selling and demonstration skills of Dealerships. Teach classes as requested.
- Conduct annual District Meetings to share selling successes and to motivate stores and staffs to improved performance.

Cooperativeness: Interact well with co-workers, subordinates, management and contacts outside the organization. Work well on a team; assist as needed at regional trainings, including class presentations, monitoring classrooms and machine set-up and tear down. Develop special reports and manage special projects, as required.

Bernina University & Industry Shows: Encourage annual dealer attendance; control mandatory attendance every three years. Complete assigned Bernina University tasks. Assist in set-up and tear down of Bernina University. Attend Regional and National trade shows, home shows and relevant fairs.

Qualifications:

- B.S/B.A. In business or related field plus 7-10 years in comparable position preferably in the textile industry.
- Familiarity with a distribution system of smaller, independent retailers
- Strong leadership, management and motivational skills
- Proven sales person with successful track record
- Demonstrated sales leadership and change management skills
- Business development background
- Outstanding presentation and verbal and written communication skills
- Strong commitment to customer satisfaction
- Ability to interact effectively with senior level executives
- Results driven individual
- Analytical ability to develop and execute strategic plans as well as margin and profit analyses
- PC literate
- Excellent verbal and written skills

Employee Signature: _____ Date: _____