

RICOCHET FUEL DISTRIBUTORS, INC.

SALES MANAGER

Position Specification

THE COMPANY

Established in 1988 and headquartered in Euless, TX, Ricochet Fuel Distributors is a leading fuel distributor specializing in fuel delivery and fuel inventory management for businesses serving various industries in Texas and other states. The company enjoys long-standing relationships with several major suppliers and other fuel wholesalers and carriers. It predominantly delivers bulk fuel, loans fuel tanks, offers fuel inventory management tools, and offers a commercial fuel management purchasing card (CFN). The founder, Kelly Roberts, remains active as CEO. With revenues greater than \$100 million, the company has grown organically and has goals of strong continued growth. The company has an excellent reputation and prides itself on a high quality of service focused on modern processes and excellent customer service. The business is considered non-seasonal.

THE POSITION

The Sales Manager will report to the President and primarily be responsible for growing the business through leadership and solid sales management of the Ricochet sales organization. He/She also will be responsible for Marketing and Customer Service functions. Other responsibilities include:

- Participate as a key executive team member to provide thought leadership and innovation in shaping and accelerating growth and profitability.
- Lead the formulation and execution of sales activities to drive both annual and long-range growth plans.
- Monitor sales team performance and provide direction and motivation to maximize performance.
- Assist in designing and managing sales team incentive programs predicated on simultaneously achieving corporate performance targets and motivating exceptional personal performance.
- Establish and execute sales strategies to generate growth through new account penetration and growth in existing accounts.
- Evaluate the current sales organization and make changes where necessary to processes/personnel to attain peak efficiency.
- Lead the marketing function and develop a strategic marketing plan that considers marketing's "4 Ps" (product, price, place and promotion) and market analysis through segmentation and effective targeting.
- Identify and implement optimal structure and process for marketing activities.
- Manage the Dispatch team by ensuring strict processes and procedures are in place for on-time fuel deliveries.
- Establish and execute Dispatch strategies to be the most efficient and successful for our customers.
- Limited travel is required.

THE PERSON

We are seeking a sales /marketing/customer service professional with the following attributes:

- Strong experience in sales and marketing, including proven success leading a sales organization as well as designing, developing, and implementing marketing plans.
- Understanding of value pricing and holistic product strategy that lessen commoditization of the company's offering.
- An analytical, creative, and forward-thinking visionary with the ability to position the company to capitalize on market conditions and opportunities.
- Experience in a low margin, distribution-based business is desired.
- Possess a passion for developing/meeting quality sales forecasts.
- Experience building and managing a network of suppliers, carriers, and friendly competitors.
- Experience establishing and negotiating contracts.
- Excellent people and leadership skills enabling him/her to motivate company personnel and interact with customers at all levels. Ability to build and manage lasting external relationships critical to expanding the business.
- Must actively practice a "team-first" mentality based on trust, personal and peer accountability, and results-driven performance. Company and team success, not individual credit, will motivate this person.
- Consensus-builder with the ability to implement change with respect and without alienating long-term, loyal company employees.
- Strong communication skills, both written and verbal, and the ability to listen are imperative.
- Possess a strong and natural desire to provide and teach excellent customer service.
- Entrepreneurial spirit with a self-starting approach and a desire to learn. Previous success in both large, reputable companies as well as entrepreneurial environments is desired.
- Ability to embrace family-oriented culture of both company and community.
- High ethical standards with unquestionable honesty and integrity.
- Undergraduate degree from an accredited university is required. Must have computer skills in Microsoft Office. Experience with ACT would be helpful.

CONTACT INFORMATION:

HUMAN RESOURCE ADMINISTRATOR

JOBS@RICOCHETFUEL.COM

817-268-5910

RICOCHET FUEL DISTRIBUTORS, INC.

1201 ROYAL PARKWAY

EULESS, TX 76040

WWW.RICOCHETFUEL.COM