



LAKESIDE

INTERNATIONAL TRUCKS

— IT'S A MATTER OF PRIDE —
Pride in our self • Pride in our work • Pride in our customer

Title: Senior Account Manager
Department: Badgerland Idealease
Reports to: General Manager

Purpose:

Primary goal to increase full service lease, rental, and contract maintenance accounts in assigned area of responsibility for Badgerland Idealease. To include the promotion of Lakeside International Trucks and Badgerland Idealease, resulting in the overall profitable growth.

Accountabilities:

- Promote full service lease, rental, and contract maintenance in assigned area of responsibility
- Achieve sales and profitability objectives for full service lease and contract maintenance per annual sales goals
- Contribute to the growth of our full service lease fleet through new customer acquisitions
- Weekly sales calls with call logs
- Create brand awareness by maintaining a high presence in the assigned AOR
- Use of CRM system
- Present full service lease, rental, and contract maintenance proposals
- Manage key vendor and customer relationships
- Complete Monthly/quarterly customer evaluations both internally as well as national accounts
- Communicate regularly with assigned accounts while maintain high customer satisfaction
- Assist with the collection from overdue accounts as needed

Skills, Knowledge and/ or Experience Required:

- Customer focused
- Leadership skills
- Salesmanship
- Knowledgeable of medium and heavy duty truck product
- Good Written and Verbal communication Skills
- Self Starter
- Organizational skills
- Medium and heavy duty full service lease experience

Educational Requirements:

- College degree or Medium/Heavy duty truck industry equivalent experience