



TITLE: Sales/Business Analyst

DEPARTMENT: Marketing

REPORTS TO: Product Marketing Manager

COMPENSATION: Competitive wages based on experience

BENEFITS: Medical, dental, vision, life insurance, short and long-term disability insurance, paid time off package, 401(k) with company contribution, FSA or HSA options, educational assistance, dependent scholarship program, onsite fitness center, and much more!

General Responsibilities:

Responsible for the collection, analysis, and reporting of sales-related data in an on-going effort to increase overall sales productivity. He/she must create sales reports and evaluate performance based on sales goals while taking into consideration current economic conditions.

The Sales/Business Analyst will create both standardized and custom reports, conduct sales analysis, and provide support for management, reps and dealers. He/she must develop standardized tools, methodologies and business processes aimed at improving operational efficiency.

Specific Duties:

- Collect, analyze, evaluate and report data in order to increase sales productivity.
- Evaluate rep/dealer performance measured against sales goals and other related goals.
- Analyze sales and performance records, interpret results of overall sales, and bring any under-productive territory results to the attention of the National Sales Manager.
- Generate ad hoc reports for sales, business planning, and product management and communicate sales report data to senior management.
- Provide customized reports and recommendations in support of ongoing business decisions or initiatives.
- Conduct quantitative analysis including but not limited to trending, identification and assessment of opportunity and risk, forecasting, correlation, and probability modeling.
- Collect and analyze rep scorecard data and assist with rep evaluations.
- Develop market share reports, present monthly sales numbers to MHI, Board of Advisors and Gorbels management team.
- Conduct market share analysis to determine how Hold for Approvals (HFAs), change orders, and order entry methods affect sales numbers, assuring the accuracy of sales bonuses and commissions.
- Compile and monitor weekly bookings and invoice reports by product line, while highlighting any anomalies in the data.
- Analyze year-end data to determine dealer sales award recipients in conjunction with rep recommendations.
- Collect quote activity reports and evaluate rep performance against goals.
- Monitor commission percentages and adjust the commission table based on quote activity and sales levels.
- In conjunction with National Sales Manager, develop annual sales forecast.
- Act as the primary liaison with select industry associations and internal teams such as CSI9 (ERP) that can impact sales reporting. Update relevant business information and utilize reporting tools to allow issues related to sales and marketing to be adequately addressed.
- Support international sales group by providing market and sales data in order to develop specific programs based on trends in specific markets.
- Authorized to finalize the termination of dealers.
- Process revised information in Syteline and other Gorbels databases, as necessary.
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- Work with reps to investigate new business development opportunities that include new products, promotions, product positioning and other programs.
- Analyze Gorbel Sales Data looking for trends that indicate potential market opportunities and / or threats.
- Prepare “Voice of the Customer” reports so that management is kept abreast of trends and can make changes based on results.
- Communicate SIC and target market information to the sales force on a quarterly basis. Support dealer marketing programs that use target market information.
- Utilize outside resources (e.g. AMT) to monitor trends and develop initiatives based on current and projected market conditions.
- Through dotted line reporting to National Sales Manager, create on demand reports to support various sales initiatives.
- Assist National Sales Manager, Sales Channel Managers, and Product Sales Managers with the goal setting process (2x/year), including prior period compilation of sales, and creation of sales goal templates utilizing Excel.
- Refine Demand Models – for each product line, incorporating economic data, leading indicators, seasonality, and product work into each model. Class A target is 85% monthly accuracy.
- Assist management in developing and reviewing the monthly sales budget and rolling sales forecast including sales to budget variance analysis.
- Create and maintain reports for the Demand Planning process (S&Op).
- Provide the VP of Sales, National Sales Manager and Product Sales Managers with unadjusted forecast numbers based on external economic data and internal quote data including: historical data, seasonal info, industry-specific market data, dealer quotes and project graph info.
- Collaborate with the Sales team to determine a monthly sales forecast.
- Communicate sales forecast to the Master Scheduler and other sales and operations team members.

Essential Skills:

- Organizational Skills
- Ability to organize and prioritize projects in order to meet established deadlines.
- Analytical Skills
- High proficiency of MS Excel, including: spreadsheets, charts/graphs, formula writing, pivot tables, correlations, and v-lookups to analyze data.
- Communication Skills
- Excellent written and verbal communication skills.
- Initiative
- Ability to work and make decisions independently, anticipate questions or problems, and make recommendations based on findings.

Minimum Requirements:

- BS degree preferred with 3 to 5 years experience in sales, marketing, finance, business analysis or statistics.
- MS Excel (advanced)
- MS Word (or equivalent)
- MS PowerPoint (or equivalent)
- MS SharePoint (or equivalent)
- Solid written and verbal communication skills.
- Ability to Travel 1-4 times annually for conference events and field work.

**ADA Physical/Mental/Workplace Requirements:**

- Occasional lifting up to 25 lbs.
- Sitting, working at desk/personal computer for extended periods of time.
- Primary work environment is professional corporate office.

Gorbel® is an equal opportunity employer.