
Job Description

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| Job title: | Aviation OEM Sales Manager |
| Reporting to: | Aviation OEM Sales Manager |
| Direct reports: | n/a |
| Division: | Aviation Sales & Marketing |

Purpose of job

This individual will be responsible for developing growth of selected aviation OEM customers, managing strategic relationships, and advocating the customers' objectives and requirements to internal stakeholders. This individual will initiate and cultivate successful customer relationships, maximize partnership potential, and drive to consistently exceed customer expectations.

Key duties and responsibilities

- Demonstrates advanced knowledge of the aviation industry and Garmin aviation products.
- Builds and presents product presentations demonstrating advanced knowledge of Garmin products and showing a high level of comfort presenting in front of customers, including c-level executives
- Demonstrates ability to effectively develop persuasive, well-organized, and informative proposals and business case analysis in response to customer proposal requests; execution will be completed with minimal oversight and support from management or the team
- Work with the internal team to drive customer contract negotiations effectively across cross-functional teams with minimal oversight and guidance
- Develop, review and revise OEM forecasts showing a good level of knowledge about each of your customers' production forecast and average optional take rates for each model
- Demonstrates the ability to prepare a margin analysis and business case analysis and be able to present the proposal to management
- Manages a variety of OEM accounts from multiple aviation market segments, where the more complex ones require multiple detailed/complex RFI/RFPs responses, contracts and administrative assignments
- Demonstrates the ability to build strong working relationships with key points-of-contact and key management representatives at each of your customers as the primary commercial representative for Garmin
- Demonstrates ability to proactively provide timely, detailed and actionable trip notes after customer visits with a good level of detail; submits weekly reports with the appropriate detail and on time
- Participate in trade shows to demonstrate products and articulate competitive benefits of Garmin products and systems
- Identify and develop opportunities for our product lines with both new and current Original Equipment Manufacturer (OEM) customers

- Identify opportunities for expanding our product line to serve OEM market needs
- Contribute customer, market, and product knowledge to internal cross-functional teams
- Act as a customer advocate within the organization for your customers as appropriate
- Maintain frequent contact with customers, visit customers on a regular basis, and plan/organize sales and coordination meetings
- Develop strategic plans for each of your customers, focused on annual and long-term growth
- Assist peers in proposal generation and identifying strategic opportunities

Education and experience

- Relevant experience performing a role substantially similar to the essential functions of this role
- Private Pilot, aviation technical background, or proficiently demonstrate the ability sell the added benefits of Garmin aviation products to customers
- Must be a fair negotiator focused on mutual success
- Demonstrated proficiency solving problems through analysis and best practices
- Demonstrated strong and effective verbal, written, and interpersonal communication skills
- Must be organized, self-motivated, accurate and possess the ability to work quickly
- Demonstrated effective presentation skills and public speaking ability
- Demonstrated proficiency using Word, PowerPoint, Excel and Outlook
- Must be detail-oriented and have the ability to work proactively and effectively with minimal supervision
- Ability to prioritize and multi-task in a flexible, fast paced and challenging environment
- Must be team-oriented, possess a positive attitude and work well with others
- Must possess the ability to maintain flexibility to travel (50% of time or greater)

Signed
(employee)

Signed
(manager)

Dated