



General Manager, Wausau Homes Wausau

Job Title: General Manager, Wausau Homes Wausau
Reports To: Sales Manager
FLSA Status: Exempt Salaried
Prepared Date: April 5, 2017
Department: Sales

SUMMARY

The General Manager Manager is responsible for the management and overall profitability of the Wausau Homes Wausau builder location. The General Manager markets to potential home buyers in the territory, creates an outstanding Customer Experience for customers, builds quality homes supporting the Wausau brand standard, and runs an efficient business operation that generates sustainable profitability.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Marketing and Sales

- Develop and execute a marketing plan that generates adequate leads to exceed unit goals.
- Execute marketing programs, both online and offline, such as advertising, direct mail campaigns, trade shows, Parade of Homes, community events, and public relations.
- Support the Wausau Homes brand and Design Studio. Oversee the correct usage of Wausau Homes' brand and trademarked materials as per the corporate design standard.
- Responsible for achieving unit targets on a monthly, trimester and annual basis.
- Develop a territory plan to meet monthly/quarterly unit sales objectives.
- Provide marketplace feedback on market trends, regulatory issues, product quality, product development, competitive activity and buyer needs.
- Provide feedback on the development of marketing communications materials, promotional programs, and training materials.

Wausau Homes Wausau Design Studio

Wausau Homes Wausau Design Studio is a laboratory that provides valuable feedback to the Marketing, Sales and Operations departments at Wausau Homes Inc. on how our processes affect the goals of the typical Wausau Homes' builder.

- Sales would learn about any potential improvements that need to be made in Connect
- the sales process
- customer interaction challenges
- Marketing needs to know how the initiatives affect contact
- lead and prospect development
- Operations needs to know about how our order and delivery processes are performing.

Additionally, this location should uncover and develop new processes that make it easier for a Wausau Homes builder to succeed. Items such as subcontractor management, improved construction methods, and how builders should manage for growth are all the types of valuable information that can be obtained from this location.

Giving people even more reasons to say





Customer Experience

- Deliver outstanding customer service to exceed home buyer expectations.
- Analyze customer satisfaction results, and continuously improve performance
- As the local Wausau Homes builder, support Company core values. Participate in local charity organizations and community events.

Efficient Business Practices

- Exceed profitability projections.
- Develop pricing proposals that are attractive to home buyers and generate expected profitability. Use Company software and quotation resources.
- Develop and oversee a network of subcontractors and suppliers that provide Wausau quality and support the desired profitability structure.
- Operate the Design Studio to Wausau Homes Inc. standards while minimizing expenses.
- Manage personal, the office, outside resources and expenses to support profitability targets.

Event Management:

- Participate in new builder recruitment, as needed.
- Participate in Wausau Homes Builder Conferences.
- Represent Wausau Homes of Wausau at consumer trade shows and community events.

Market Share

- Increase Wausau Homes market share in the assigned territory.

Financial Management

- Manage accounting, payroll and taxes.
- Support Company requirements for reporting. Develop annual business plans, budgets and forecasts.
- Exceed Company profitability targets.

Personal and Professional Development

- Pursue education and training opportunities for continuous improvement.
- Reports to Sales Manager on performance, budgets, and marketing strategies





QUALIFICATIONS

- Experience in construction or building material industry
- Personal sales experience managing a sales territory of \$5 million or more
- Solid understanding of accounts, leads, opportunities and contacts
- Negotiations
- Focus on customer needs and satisfaction
- Budgeting
- Microsoft Office and email skills
- Ability to effectively prioritize multiple projects and tasks
- Detailed, organized and results oriented
- Must be trustworthy and able to work with highly confidential information
- Initiative: Takes independent actions; looks for and takes advantage of opportunities to serve; asks for and offers help when needed
- Strong oral and written communication skills
- Strong business process, analytical and problem solving skills.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree and/or 3-5 years of relevant management experience in a sales/marketing organization.

