

Position Profile

**USA Pacific-Northwest Business
Development Manager (BDM)**

KLONDIKE Lubricants



KLONDIKE®

THE OPPORTUNITY

POSITION:

USA Pacific-Northwest Business Development Manager (BDM)

REPORTING RELATIONSHIP:

Report to VP of US Sales

LOCATION:

In Montana, Idaho, Washington, or Oregon. Company HQ is in Langley, British Columbia.

COMPANY AND ROLE:

KLONDIKE Lubricants has achieved an extraordinary and industry leading revenue growth trajectory, strongly driven by the Canadian market. In the past 12 months KLONDIKE has made a focused growth plan to expand into the USA market starting in the Pacific Northwest which has been extraordinarily successful. This role will be a ground-floor opportunity for a driven candidate to build on the foundation that is built. The USA Pacific-Northwest BDM will be responsible for continuing to develop the territory using a proven playbook to follow and the autonomy to succeed in a market filled with opportunity.

The focus of KLONDIKE's sales efforts is exclusively on local and regional distributors, helping them grow their business using an extensive range of products. By not selling directly to end users of the product or to mass merchandisers, it forms loyal long-term partnerships that foster growth for both KLONDIKE and its dealers. This is accomplished through Business Development Managers (BDMs) working in a consultative fashion to support dealers in capturing existing and de novo growth opportunities.

KLONDIKE Lubricants creates globally certified products ranging from packaged and bulk oils to industrial lubricants and chemicals. Its products come in a range of package sizes, from retail lubricants to a complete selection of tote and bulk oils. The KLONDIKE collection includes a wide range of customized formulations for most applications in any climate and condition.

www.klondikelubricants.com

COMPANY OVERVIEW

For over 35 years, KLONDIKE Lubricants Corporation has been challenging the status quo and become the leading independent lubricant brand in Canada and is now found in over 20 countries around the world. With KLONDIKE's main concentration being across Canada and the U.S. Pacific Northwest, it serves over 1,400 dealer locations with a complete offering of 700 SKUs across 10 product families ranging from engine oils, hydraulic fluids, transmission fluids, greases, specialty chemicals, coolants, process oils and food grade lubricants, to name a few. KLONDIKE currently partners with five main dealer types: (i) diversified aftermarket parts providers, (ii) fuel and lubricant distributors, (iii) agricultural distributors, (iv) general industrial distributors and (v) industrial OEM dealers.

Through these channels, the Company serves a diverse set of end markets and covers over 95% of market applications, including heavy-duty equipment, marine, automotive, agriculture, construction, manufacturing, forestry, mining, food grade and oil and gas.

A national success story, KLONDIKE has consistently achieved more than 25% growth year over year since 2015. This is largely a result of the company's focus on helping its dealers grow their business through capturing opportunity, and its commitment to never sell directly to end users or mass merchandisers. The result is loyal customer behavior as evidenced by their best-in-class revenue retention metrics.

Additionally, KLONDIKE has expanded its warehousing and delivery capacity to answer the wide-ranging and specialized needs of the Canadian marketplace. The Company has achieved a market leading position in Canada. KLONDIKE has achieved these results organically, experiencing rapid growth in every territory it enters.

The Business Model and the "WHY"

KLONDIKE's growth has been driven by disrupting the market through its Unique Selling Proposition (USP), which is a consultative sales approach. This resulted in the Company gaining significant share from local and global oil and gas majors alike:

- **Consultative approach supports dealer end-market expansion.** In addition to providing a full range of products, KLONDIKE's experienced BDMs add value through their own knowledge, advice/training, and end-user "detailing" (i.e., sales calls). The BDMs also "quarterback" the various support teams the company offers such as technical, marketing, client care, digital, tele-marketing and data including prospect lists to support distributors' expansion into new end markets and capture opportunity. Personalized consultative support such as annual strategy meetings with key dealer stakeholders to set up an annual roadmap for success sets KLONDIKE apart from its competition.
- **Distributed nationwide inventory.** The Company sells its 700 SKUs through a network of 1,400 dealer locations across Canada and the USA primarily, who in turn carry more than 2.5 million gallons of lubricant on their own shelves.
- **Unparalleled customer service and direct access to key decision makers:** KLONDIKE provides a personalized level of service that makes dealers feel valued across the Company. The empowered Client Care team works directly with the dealer to give them the quickest response times and solutions to their inquiries. BDMs know dealers' stakeholders on a first name basis and working with their teams regularly allows them to capitalize on their strengths in the market.

- **Dealer growth support leads to brand loyalty.** Through its commitment to distributors' growth and disciplined approach to never sell directly to end users or to mass merchandisers, KLONDIKE earns distributors' loyalty and this partnership benefits from growing sales for its products year over year. This is known as KLONDIKE's "WHY", which it has fought hard to preserve and invest in.

POSITION OVERVIEW

USA PACIFIC-NORTHWEST BDM PROFILE:

The USA Pacific-Northwest BDM will be a player-coach helping KLONDIKE's dealer's salespeople grow sales, managing dealer relationships and adding additional dealers. This individual will likely bring extensive sales experience in lubricants. The right candidate must have a proven track record of establishing and maintaining excellent relationships with distributors and consumers across territory and possess exceptional customer service skills.

Key Responsibilities

- Execute KLONDIKE Lubricants' sales playbook with autonomy to succeed in the market
- Establish and exceed revenue and customer milestones
- Drive and close deals to expand market penetration
- Synthesize customer/market feedback to inform messaging and ensure strict customer focus
- Collaborate with executive team to ideate on new markets, strategies, partnerships, and product initiatives
- Review account and opportunity plans with sales teams to ensure key objectives are exceeded and forecasts are accurate
- Provide inspirational, energetic leadership by example
- Mentor distributor sales team members on best practices to help maximize their potential
- Identify and implement best practices, processes, and tools
- Monitor strategies across the revenue cycle from customer acquisition to engagement to success

Skills & Experience

- Extensive sales leadership experience in lubricants
- Strong track record of driving revenue in the industry and selling to distributors, with a keen sense of how to efficiently meet customer needs
- Strong network of existing relationships with relevant executives of potential customer and partner organizations
- Ability to implement and execute repeatable processes within a scaling organization
- Goal-oriented: naturally motivated to reach milestones
- Outstanding integrity, credibility, and character
- First class communication skills and the ability to win commitment and 'buy in' to a common vision and clearly stated goals
- Create accountability by setting the right metrics and tying performance, compensation, and promotions to tangible results

Concluding Thoughts

KLONDIKE Lubricants is a unique opening to build on the existing brand penetration in a territory filled with opportunity. This challenging, unique and ground-floor opportunity gives the autonomy and responsibility to the candidate to create success and take ownership of the market ripe with opportunity while holding fast to the company's core values and what makes it unique. This role comes with a competitive compensation package including generous rewards for great results. The right candidate will possess the leadership, connections, and vision to thrive alongside the business.