



## POSITION DESCRIPTION

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**POSITION TITLE:** Adhesives Specialist  
**DEPARTMENT:** National Sales - Professional

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**FLSA STATUS:** Exempt

### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** National Sales Manager- Adhesives

**POSITIONS MANAGED:** None

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### POSITION PURPOSE

This individual is responsible for managing an assigned territory and developing incremental profitable sales growth through effective selling and building relationships with professional hardwood flooring distributors, flooring retailers, builders, architects, designers, and contractors in the assigned territory. Responsibilities will specifically be focused on increasing sales for Bona's Adhesive Product. The Adhesive Specialist will be responsible for facilitating joint sales calls with the distributor sales representatives and flooring retailers. In addition to the assigned responsibilities above, this person will be responsible for distribution demo days, presenting CEU's, attending regional trade shows to further educate prospective/current customers, and contribute to a positive team atmosphere.

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### POSITION QUALIFICATIONS AND JOB DUTIES

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Formal training and experience in hardwood flooring sales, installation, maintenance, technical support and/or product management.
  2. Minimum of 5 years of industry experience.
  3. Must demonstrate self-motivation, enthusiasm, organizational skills, and be goal-oriented.
  4. Must demonstrate effective verbal and written communication and presentation skills.
  5. Must be able to travel 50-60% of the time.
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#### JOB DUTIES:

1. Actively manage distribution relationships for the adhesives product category within an assigned territory.
2. Train and educate distribution personnel, retailers, architects, designers, builders and contractors on Bona adhesive products.
3. Effectively communicate procedures, policy, and promotions on a timely basis to distribution.

4. Effectively communicate findings to the national sales manager, regional territory managers, marketing and account services on a timely basis.
  5. Increase incremental sales growth within the product category by working with all levels of distribution and meet targeted activity quotas to reach within their assigned territory.
  6. Effectively communicate sales activities, both verbally and via monthly written reports, with sales, account services and product management on a timely basis.
  7. Support industry and company related events and activities, including but not limited to trade shows, training schools, and regional training center activities.
  8. Review current operating procedures, identify areas of improvement, and implement more effective measures.
  9. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
  10. Develop mutually beneficial, respectful, and effective relationships with peers to ensure seamless coordination between departments, maximize synergy, and maintain a shared vision, strategy, and focus.
  11. Other Duties- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.
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## CORE COMPETENCIES

1. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
2. **Team Player** - Identifies with the larger organizational team and their role within it by balancing team and individual responsibilities, sharing resources, responding to requests from other parts of the organization, supporting larger legitimate organizational agendas, and putting the success of the team above personal interests. Exhibits objectivity and openness to others' views, gives and welcomes feedback, contributes to building a positive team spirit, recognizes accomplishments of other team members, and builds morale and commitment to goals and objectives.

3. **Adaptability** – Utilizes a flexible approach or method to best match the environment, situation, or person. Manages competing demands and is able to adapt quickly and positively to frequent changes, delays, or unexpected events.
4. **Customer Orientation** – Views the organization through the eyes of the customer, anticipates and meets customer needs, solicits customer feedback to improve service, responds promptly, and effectively manages difficult or emotional customer situations
5. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks
6. **Initiative** – Operates in a proactive manner, identifies needs and opportunities, calculates risks, and takes independent action. Undertakes self-development activities, seeks increased responsibilities, asks for and offers help when needed, and volunteers readily.
7. **Organizing and Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.
8. **Problem Solving & Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.
9. **Sales/Persuasion** – Establishes rapport and trust while determining customer needs, presents products or services that address the customer's needs, overcomes objections, offers alternatives, persists and closes while maintaining rapport, and exerts influence over outcome through trust and competence.
10. **Results Oriented** – Maintains an appropriate focus on short and long term goals, outcomes, and accomplishments, conveys a sense of urgency to make things happen, and displays a sense of urgency about getting results. Motivated by achievement and persist until the goal is reached.
11. **Strategic Thinking** – Plans and makes both long-term and day-to-day decisions within the framework of the organization's strategic intent. Understands the factors influencing strategy (e.g. core competence, customers, competition, market trends, external threats, organizational strengths and limitations), recognizes broad implications of issues, and adapts strategy to changing conditions.

- 12. **Technical Expertise** – Maintains the minimum knowledge and skills required for the position, assesses strengths and weaknesses, pursues training and development opportunities to continuously build skills, and serves as a resource for the organization.
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Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**PHYSICAL DEMANDS**

- 1. Must be able to remain in a stationary position 25% of the time.
- 2. Must be able to bend, climb stairs, and continuously stand or walk 75% of the time.
- 3. Must be able to position self to reach all areas of machine, including under and above.
- 4. Must be able to lift and carry 15-25 pounds and frequently move equipment weighing up to 50 pounds.
- 5. Must be able to communicate effectively by listening and also in both written and verbal forms.

**WORK ENVIRONMENT**

- 1. Generally, works in a manufacturing environment but is also required to perform job duties in a typical office setting.
- 2. This position regularly requires large amounts of time to be spent using manufacturing equipment, which generally entails regular and repetitive motions along with exposure to loud noises. All safety procedures should be adhered to in these situations.
- 3. This position also requires some amount of time to be spent using computer equipment, which entails regular and repetitive motions.
- 4. Will regularly be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.

**SIGNATURES**

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This job description has been approved by all levels of management.

**Manager Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Human Resources Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

**Employee Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.