



JOB DESCRIPTION

Regional Sales Manager

<u>JOB FAMILY & GRADE</u>	<u>REPORTS TO</u>
Sales	General Manager

JOB SUMMARY:

The Regional Sales Manager (RSM) will be responsible for the customer experience. They will drive the direct contact for select customers utilizing a high value sales approach. The RSM must also grow into representing the first stop for technical questions about the products. They will be supported by an experienced team and should grow to handle small technical questions that arise in the field. By selling the value, process and product improvements delivered by industrial water, the RSM will develop the business market and increase sales volume and margin. This role is accountable for executing assigned sales goals and sales plans. The RSM is responsible for securing sales, directly or via channels, for new installations and replacement parts or systems while building and maintaining effective channel partner and end-customer relationships. Product brands will be designated/assigned in accordance with overall Sales strategy.

ESSENTIAL DUTIES & RESPONSIBILITIES:

This job description represents only the primary areas of responsibility; specific position assignments will vary depending on the needs of the department.

To perform the job successfully, an individual must be able to execute each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Conducts seminars, presentations and attends trade shows to generate new sales of OE, services and parts.
- Recommends the selection of new reps and distributors and is responsible for the training, management, stocking levels, installed base and support of existing distributors to meet sales targets and objectives.
- Handles customer and prospect inquiries/leads and provides technical/business support as required, including recommendations on business decisions and initial review of conditions and terms of sale.
- Prepares regional sales forecasts on a yearly and rolling four (4) month routine.
- Maintains an in-depth understanding of the territory market potential.
- Accounts for meeting annual targets.
- Holds channel partners accountable for meeting annual targets.
- Analyzes customer specifications and performance requirements to determine the optimal solution that fits into existing product offerings.
- Delivers, follows-up and manages questions for all proposals in assigned territory including quality of presentation, accuracy, completeness, cost control and resulting profit for all projects.



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- Identifies & suggests any additional accounts that should be managed directly or moved to other channel partners for targeted sales development.
- Performs other duties of a similar nature and level as assigned.

EDUCATION AND EXPERIENCE:

- BS degree in Science, Engineering, Business, or Equivalent Experience.
- 3 or more years selling water treatment products into industrial markets.
- Technical background with a basic understanding of pumps preferred.
- Proven results identifying business opportunities and a track record as a deal closer in highly technical sales markets.
- Significant personal motivation, goal orientation, diligence, and attention to detail.
- Excellent negotiation, communication and presentation skills required.
- Team oriented and strong communication skills required.

LICENSING/CERTIFICATIONS:

- None.

COMPETENCIES

KNOWLEDGE:

- Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- English and German Language — Knowledge of the structure and content of the English/German language including the meaning and spelling of words, rules of composition, and grammar.
- Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Engineering and Technology — Knowledge of the practical application of engineering science and technology. This includes applying principles, techniques, procedures, and equipment to the design and production of various goods and services.



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COMPETENCIES

SKILL IN:

- Persuasion — Persuading others to change their minds or behavior.
- Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Speaking — Talking to others to convey information effectively.
- Coordination — Adjusting actions in relation to others' actions.
- Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative Acoustics, conclusions or approaches to problems.
- Sales and Marketing - Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- English – fluently in oral and writing. English as working language.

ABILITIES IN:

- Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.
- Oral Expression — The ability to communicate information and ideas in speaking so others will understand.
- Written Comprehension — The ability to read and understand information and ideas presented in writing.
- Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.
- Speech Clarity — The ability to speak clearly so others can understand you.

TRAVEL REQUIREMENTS:

Ability and willingness to travel domestically and internationally up to 25%.



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NOTE:

The above job description is intended to represent only the primary areas of responsibility; specific position assignments will vary depending on the business needs of the department.

JOB DESCRIPTION HISTORY INFORMATION:

Prepared by *****, reviewed by *****.
Date: *****