



Regional Manager – Plain States territory
(TX, M, OK, CO, KS, WY, NE)

Job Profile

Company Mission: *Increase team effectiveness, productivity and safety by inventing, delivering, and supporting superior team communication solutions.*

Job Purpose: This position is responsible for developing and managing the sales activities for all Sonetics Corporation products and services in an assigned territory in order to meet and exceed budgeted sales targets.

Job Customers: End Users, Dealers, Resellers, OEMs, Corporate Management Team

Reports to: Director of Sales

Essential Job Duties:

1. Maintain positive working relationship with job customers in order to increase territory sales and provide excellent customer service.
2. Generate new customers and negotiate dealer, reseller, or OEM agreements in order to increase territory sales.
3. Provide dealer training and dealer support in order to increase dealer effectiveness in selling Sonetics Corporation products and services.
4. Attend key industry tradeshows in order to generate contacts, to provide support to dealers, to research competition and new products, and to enhance relationships with customers.
5. Answer customer calls, faxes, e-mail and letters in order to process orders quickly and provide excellent customer service.
6. Forecast product sales and operating expenses for assigned territory in order to more accurately develop and adjust corporate budgets.
7. Generate leads and follow-up actions in order to expand customer base.

Special Notes

- Utilize computer order entry system, customer data base, and Microsoft Office applications.
- Much of office time is spent on the telephone with customers.
- Responsible for complying with corporate policy on credit limits, shipping charges, returns fees, etc.
- Requires periodic travel
- Participate as member of sales team to develop sales and marketing strategies for the corporation
- May have to lift 25-50 lbs. in order to assemble and disassemble tradeshow booths and display materials.
- There are no direct reports for this position; all management duties refer to management of dealers, distributors, and other channel partners.

Qualifications

Experience and Education:

- Minimum of two years product sales experience (including tradeshows); may substitute other relevant work experience for one year of sales experience
- Prefer Bachelor's degree including some marketing or business management education
- Prefer formal sales training

Skills and Knowledge:

- Ability to quickly establish rapport and develop business relationships with diverse customer base
- Excellent phone presentation skills
- Accurate data entry skills; computer typing skills of 40 words per minute
- Ability to prioritize workload
- Ability to work independently
- High level of motivation to meet sales goals
- Creative thinking and problem solving skills
- Knowledge of marketing principles
- Excellent follow-through
- Excellent customer service skills
- Computer literate; experience in Microsoft Office (including OUTLOOK) and other PC applications

Core Competencies:

- **Persuasiveness:** Gets others to follow one's lead; appeals rather than coerces others; presents information in a convincing, appealing manner, winning others over; focuses on win-win solutions
- **Listening:** Listens actively to others; seeks to understand before being understood; asks clarifying questions; paraphrases information to ensure there is a common understanding; checks assumptions; approaches conversations as a way of learning something new
- **Planning and Organizing:** Organizes work to maximize efficiencies; responds well to deadlines; keeps commitments by delivering on results; establishes and maintains priorities; manages conflicting priorities successfully; executes plan to achieve goals; holds self and others accountable
- **Presentation:** Creates and prepares content rich presentations; delivers effective presentations targeted at specific audiences; speaks comfortably in front of small or large groups; communicates technical information for training and product demonstrations clearly and effectively.
- **Problem Solving:** Resolves issues and discrepancies by determining the causes of problems; develops a plan to address the problem and then implements the plan; analyzes and corrects issues effectively; seeks win-win solutions; involves the appropriate resources and decision makers
- **Rapport Building:** Builds sustaining relationship of mutual trust and understanding; builds trust with others in interactions; values experience, ideas and talent in others; finds common ground and builds on relationship to achieve goals; influences others by appreciating and understanding the other person's standpoint
- **Technical and Professional Knowledge and Proficiency:** Is proficient within their field of expertise; keeps up-to-date on information within profession; acts as an expert within their field; shares knowledge and skills freely with other to increase effectiveness; exhibits relevant skills acquired through experience or education
- **Customer Focus/Customer Service Orientation:** Demonstrates understanding of customer needs – both internal and external; considers customer concerns, complaints and ideas; delivers services accurately and on time; establishes and maintains effective customers contact; suggests ways to improve processes to fulfill customer needs; anticipates needs of customers; provides profitable customer service

- **Follow up:** Increases effectiveness and success by taking further action; delivers on commitments; takes responsibility for deliverables; ensures customer's needs are met; carries project or task to a successful completion; holds self and others accountable

Values: Integrity; Honesty; Confidentiality; Self discipline; Respect for others; Ethics beyond reproach.