



JOB DESCRIPTION

<i>Position Title</i>	Regional Sales Manager – Great Lakes Region
<i>Position Reports to</i>	Director of Sales & Marketing
<i>Type of Position</i>	Full-time
<i>Position Summary</i>	<p>The Regional Sales Manager is responsible for sales growth and profitability performance of their region and is the point person for the customer in the sales process. They work closely with a team within the organization to maximize the customer care needed to maintain existing business and develop new business with their customer base. The team is made up of an inside and outside sales/field service support group that helps manage all the activity surrounding quoting, taking & expediting orders, performing field service, managing projects and helping collect receivables as necessary. Consistent collaboration with the Director of Sales & Marketing in developing and carrying out sales strategies, performing new product/service launches and driving C-suite relationships in customer organizations is required. Direct involvement with our represented manufacturer’s sales agents to further mutual sales initiatives is ongoing. Building relationships at all levels of customer organizations and connecting them with offered product and service technologies is critical to maintaining and growing sales. The Regional Sales Manager is also responsible for adhering to and promoting the company values by performing duties in a manner that is consistent with being a team leader and supporting the continued growth of the company.</p> <p>Travel requirements are typically 10 -12 days a month with variations up or down depending on tradeshow schedules, special project needs or manufacturer training/visitation.</p> <p>Regional sales territory travel includes the U.S. States of OH, Western PA, Upstate NY, Eastern WV. Periodic travel to NJ or PA corporate offices as well as varying locations around the US for manufacturer training/customer factory visits is required. Rare international travel is required based on location of represented manufacturers or training initiatives</p>
<i>Primary Responsibilities</i>	<ul style="list-style-type: none"> • Develop/maintain a thorough knowledge of product and service features, content, value and strategy to sell. • Identify leads, manage prospects and acquire new business. • Determine customer needs and propose appropriate solutions. • Coordinate and lead activity of the regional and sales support team. • Meet or exceed the new business sales goals. • Demonstration expertise and hands on troubleshooting to assist customers. • Present pricing on company’s products and services. • Prepare and deliver sales literature/catalogs/sales proposals/presentations to key decision makers. • Develop and maintain an awareness of market behavior and competitive trends and respond accordingly. • Visit customers to demonstrate company’s products and services and how they are utilized. • Follow-up with customers to ensure they are satisfied and to continue the business growth relationship. • Aid in the assembly, maintenance and update of annual sales forecast. • Travel with in-company Product Managers and Manufacturer’s Representatives to further sales growth. • Entertain customers and represented manufacturers to deepen relationships. <p>Manufacturer’s / Products Included in Sales Representation Requirements:</p> <ul style="list-style-type: none"> • 40+ product/service lines defined on company website www.mulcare.com



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<p><i>Competencies</i></p>	<ul style="list-style-type: none"> • Excellent verbal and written communication skills. • Must be organized with good time management skills. • Possess proven analytical/problem solving skills • Equipment, Tools, & Software/Hardware system technical understanding • Computer proficiency in Microsoft applications and ability to learn equipment specific software applications. • Experience in developing and executing territory sales strategies. • Possess strong presentation, negotiation, and closing skills. • Must be self-motivated and able to work independently to meet or exceed goals. • Personal Effectiveness/Credibility.
<p><i>Supervisor Responsibility</i></p>	<p>This position has no personnel supervisory responsibilities. It does require leadership of a support team and coordination with fellow company sales/product management personnel.</p>
<p><i>Qualification/ Knowledge/ Skills Required</i></p>	<p>Education: BS Engineering or Engineering Tech Degree, or BA Business Administration, or Marketing Degree</p> <p>Experience: 5+ years industry related experience in technical/marketing/sales support roles</p> <p>Requirements: Hands-on installation/start-up/maintenance/problem solving experience with electrical, mechanical and/or communications technology.</p>
<p><i>Resume Submission</i></p>	<p>Email to: hr@mulcare.com</p>