

## Regional Sales Manager

**Benefits Offered:** Medical, 401K

**Employment Type:** Full-Time

### **Job Summary:**

The Regional Sales Manager position requires a seasoned, hardworking, smart and over achieving sales person with proven experience and a passion for providing power solutions to the IntelliPower customer base. This position is responsible for acting as the first line interface between the customer and IntelliPower and addressing their specific power requirements. It requires an extensive hands on relationship with the internal customer service and marketing group and the external sales channel to insure the successful acquisition and closing of business. Measures of success include new customer inquiry conversion rates, renewal rates, up-selling, cross-selling, customer satisfaction and contribution to the overall sales team and business success. The Regional Sales Manager's position acts as the direct bridge between IntelliPower Engineering/R&D and Manufacturing and the customer. It is responsible for assisting in the development and execution of all key growth sales strategies, tactics and action plans required to achieve both our ambitious customer acquisition and revenue growth and corporate financial objectives.

### **Job Responsibilities:**

- Develop and execute the strategic plan to achieve sales targets, corporate revenue objectives and expand the company's customer base.
- Provide a monthly: accounts forecast/status report and sales budget status report and initiate corrective actions as necessary to achieve objectives.
- Hit/exceed annual sales targets within assigned territory by building and maintaining strong, long-lasting customer relationships, partnering with customers to understand their business needs and objectives and developing knowledge and expertise in customer products and applications for targeted market segments.
- Understand segment specific landscapes and trends; providing reports on the forces that shift strategic direction of the industry and account product acquisition activity.
- Manages the review of RFQ, RFI and customer specifications to determine applicable IntelliPower product selection.
- Ability to translate conceptual ideas and customer input to suggest potential new product opportunities.



- Participates in order negotiations by analyzing competitor pricing and technical issues and determining the appropriate course of action to win the business.
- Follows up on quotes and provides weekly management reports on quotation activity.
- Prepares various management sales reports as assigned.
- Creates and conducts training presentations to the Sales Channel on technical product applications, features, competitive characteristics and business trends.
- Creates and conducts sales presentations to the customer base on technical product applications, features and competitive characteristics.
- Interacts with customer service, product marketing and other departmental staff with regard sales orders and technical/product support.
- Participates in and attends trade shows.
- Participates in staff meetings.
- Monitors progress of special requests and works with customer service to keep the customer informed of status.
- Assist in the resolution and trouble-shooting of customer complaints/RMAs by coordinating efforts between the requisite departments.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks.
- All other duties as assigned.

#### **Job Requirements:**

- Demonstration of proven sales experience, consistently meeting or exceeding targets.
- Experience in selling of IntelliPower power solution products sold to the military/industrial/commercial customer base.
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization.
- Proven ability to drive the sales process from plan to close.
- Proven ability to articulate the distinct aspects of products and services and position them against competitors.
- Excellent listening, negotiation and presentation skills.
- Excellent verbal and written communications skills.
- Technical knowledge of IntelliPower power solution products sold to the military/industrial/commercial customer base.



- Proven track record selling complex enterprise solutions.
- Proven ability to forge strong, long-lasting relationships with the Sales Channel, other departments and the customer base.
- Ability to creatively explain and present complex concepts in an easy to understand manner
- Solid sales background with understanding and/or hands-on experience in sales and marketing software.
- Willingness to travel (70%)

### **About IntelliPower**

IntelliPower is a privately held company that designs, manufactures, markets and supports high performance, cost effective uninterruptible power systems (UPS) and power conversion products for rugged and harsh indoor and outdoor environments.

All IntelliPower products are built, field tested and supported in the USA. Delivered around the globe, our solutions are used for military, industrial and mission-critical commercial applications.

