

ROLE PROFILE

Position: US Regional Sales Manager

Location: Fort Worth TX

Reports to: US Sales Manager

1. **The Role:**

Responsible for sales of Spectrum's full range of high value wire marker and wire stripper equipment products and consumables within the nominated region of Mainland USA, in line with agreed business plan budgets and goals; may also include sales in Canada and Mexico. This will include a significant personal sales target; sales will be predominantly B2B but also via an established network of agents and distributors. Markets served are primarily the aerospace and electronics sectors but also include expansion within the wider transport and engineering sectors, e.g. mass transit, locomotive and rolling stock. This is a hands on role requiring extensive travel and direct customer interaction.

2. **Principal Accountabilities:**

- Responsible for meeting personal targets for direct B2B sales of Spectrum's high value wire marker and wire stripper equipment products into the US market but may also include sales into Canada and Mexico, primarily within the aerospace and defence industry but also to other transport and engineering sectors, e.g. mass transit, locomotive and rolling stock
- Develop and manage a network of manufacturer's representatives; managing and co-ordinating the activities of third party agents and full service distributors within the nominated region of USA contributing to the Company's overall sales goals
- Act as a first point of contact for nominated region of USA customers
- Work closely with other team members to identify and prioritise business opportunities throughout the territory
- Use the "Goldmine" Customer/Prospect database to identify prospects, and to establish needs and potentials sales for Spectrum products
 - Cold call to establish needs and potential interest in Spectrum products
 - Follow up to develop interest, identify options and best product solution for customer; ensure we have all information needed to establish technical and economic case to justify sale
 - Establish budgets and budget cycles and key players in all areas, including engineering, manufacturing, facilities, finance,
 - Identify and work with champion(s) within customer's organisation who will pull sale through
 - Work sale through key stages, remove roadblocks, identifying, deflecting and neutralising detractors and dissenters
 - Maintain awareness of competitive issues and pressures; eliminate or minimise as far as possible; ensure Spectrum is clear preferred supplier
 - Continue to work with and support customer champions through to closure and receipt of order and afterwards

- Prepare “Won” or “Lost” order reports, identifying any important areas of Company performance including aspects of the sales process or product issues that need urgent attention.
- Develop and maintain weekly sales plans to ensure best use of time relative to customer needs and business opportunities
- Maintain monthly sales forecasts in line with the requirements of the US Sales Manager / International Sales & Marketing Director
- Maintain and work individual “Account Plans” for all existing customers.
 - Identify “Key Accounts”, maintaining a special focus on these, and mine these to extract repeat orders to maximise sales revenue.
 - Ensure that all customer’s remain fully informed on all developments including new products, system upgrades, and special promotions
 - Take responsibility for seeing that customer complaints are supported with an appropriate response and closed down as quickly as possible
- Supporting activities will include:
 - Preparation of sales presentations, including benefit analysis based on real case studies
 - Maintenance of active files on competitors
 - Acting as “the voice of the customer” when communicating information, knowledge, and needs, back into the business
 - Spotting production and technical issues in the customers’ operations that offer potential new business opportunities and working with the engineering and operations teams to establish realistic and attractive new product development directions
 - Taking responsibility for seeing that any customer issues or complaints are supported with an appropriate response and closed down as quickly as possible
 - Assisting in the development of product and other marketing literature and material, including brochures, CD-ROM and video
 - Representation at trade fairs
 - Input to the website, which is the Company’s prime marketing tool
 - Review of sales contracts to ensure appropriate levels of benefit and risk to the Company
 - Acting as a team player by willingly helping in any areas of the business in support of customers, suppliers, or colleagues

3. Context of Job:

This is a key sales role within the Company.

Problems Faced:

- Conflicting priorities within a generally heavy workload. Much will need to be achieved through the efforts of others
- The need to work with a team with varied skills, abilities and levels of experience to achieve the required end results
- Maintaining momentum and growth in sales development over long periods and while juggling many accounts and prospects

Planning and Organising:

- Requires detailed understanding of and execution of the Company's sales and marketing plans in order to meet Company objectives
- May need to plan and, to a degree, organise the work of others

Direction Received:

- As a key member of the sales team, receives little day to day direction, but will be expected to submit and work to an agreed overall sales plan with the Senior Sales Executives and to review progress and agree any required changes to this on a regular basis.
- Job holder is expected to be largely self-sufficient. Can call upon advice and assistance from senior managers and colleagues with specialist knowledge as required
- Will refer to internal quality and other procedures for guidance as required

4. Key Contacts:**Internal:**

- International Sales & Marketing Director
- US Sales Manager
- UK Management Team
- UK Sales and Marketing personnel
- US Customer Support Manager and Service Team
- UK Production staff

External:

- Customers
- Prospective customers
- Third party agents and distributors
- Professional bodies



Prepared by:

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