

JOB DESCRIPTION

Sales Manager

Employee:
Document Date: December 20, 2017
Title: Sales Manager
Date of Hire: Immediate
Hours: Full Time
Compensation: Base salary \$75-\$95K + Sales Bonus Incentives
Report to: VP-Sales & Marketing

Company

Micronor Inc. is a growing, innovative manufacturer of fiber optic kinetic sensors and electromechanical sensors and controls.

Compensation

Base salary \$75K-\$95K + Sales Bonus Incentives

Ideal Candidate Profile

The ideal candidate has proven sales management and sales engineering experience working with high tech industrial automation, motion control or electronics products, outside technical sales representatives, and international distributors.

Responsibilities

- Owning and hitting/exceeding annual sales targets
- Develop and execute strategic plan to achieve sales targets and expand customer base
- Building and maintain strong, long-lasting customer relationships
- Building and maintain loyal and productive sales staff, sales rep, and distributor network

Duties

The position of Sales Manager includes but is not limited to the tasks and duties as described herein:

- Determines annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and results.
- Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
- Implements national and international sales programs by developing field sales action plans.
- Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
- Establishes and adjusts selling prices by monitoring costs, competition, and supply and demand.

- Completes national and international sales operational requirements by scheduling and assigning employees; hiring sales reps and distributor; and following up on work results.
- Maintains sales staff by recruiting, selecting, orienting, and training employees.
- Maintains sales staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed
- Manages sales-related internal processes (Fishbowl) and customer-related database (ACT)

Authority

The Sales Manager prioritizes the workload of the sales staff. This person has direct input to the budget process in determining what tradeshow to visit, place and frequency of advertisement, and travel budget.

Special Knowledge-Education-Ability-Skills

- Proven sales management experience, meeting or exceeding targets
- Previous experience as a sales executive, sales manager or sales and marketing director
- Proven affinity for technical products; preferably in industrial automation, motion control, and/or sensors
- Proven ability to communicate, present and influence 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
- Proven ability to position products against competitors
- Demonstrable experience as head of sales, developing client-focused, differentiated and achievable solutions
- Excellent listening, negotiation and presentation skills
- Excellent verbal and written skills
- Must be well organized
- Hands-on work style
- Must be a self-starter
- BA/BS degree or equivalent
- Must be very proficient in the use of computer tools.
 - MS Word (word processor)
 - MS Excel (spreadsheet)
 - MS PowerPoint
 - CRM (Customer Resource Management) Software (Micronor uses ACT)
 - Enterprise Software (Micronor uses Fishbowl and Quickbooks)

Equipment

- Uses PC and Laptop PC extensively.
- Must become intimately familiar with the Micronor products

Contacts



The Sales Manager has extensive contact with customers, manufacturer's representatives and distributors. Excellent communication skills, manners and etiquette are essential. Contact with internal personnel of all ranks i.e. engineers, technicians, supervisors and clerical.

Effect on Operation

The Sales Manager directly affects the sales revenues and profitability of the company. The Sales Manager has close contact with customers, representatives and distributors, and he/she projects the image of MICRONOR.

Supervision

- Sales Engineers
- Application Engineers
- Sales Coordinator
- Outside sales representatives
- Outside distributors

Career Growth

Position may lead to Sales Director or VP of Sales

Confidential Information

This position has access to proprietary business and sales contact information. The customer database is one of the most valuable assets of MICRONOR. The Sales Manager must take all reasonable measures to protect and maintain this confidential information. Utmost company loyalty is expected.