

Job Description



Title:	Regional Sales Manager	
Date Originated:	10/21/08	Date Revised: 2/5/2017
Reports to: (Title)	V.P. of Sales and Marketing	
Mission Statement:	<ul style="list-style-type: none"> ➤ Maximize HED® sales and profitability in the designated sales territory directly and through the distribution channel by pro-actively identifying, qualifying, and closing new business at key customer prospects. ➤ Assure customer satisfaction and minimize HED® costs by managing all aspects of customer accounts from specifying and quoting HED® products through supporting the entire development and production life cycle of the products with key cross-functional customer contacts. 	
Categories:	Essential Job Responsibilities:	
Sales & Account Management	<ul style="list-style-type: none"> ➤ Prospect, qualify, and present HED® products to new potential customers. ➤ Manage the RFQ quotation process to propose HED® products and vehicles systems to OEM customers. ➤ Insure adequate communications with and satisfaction of key contacts at HED® customers across all functional areas as needed such as engineering, purchasing, manufacturing, and marketing. ➤ Develop comprehensive system/ product proposals for our customers technical requirements ➤ Work with, train, and motivate distributor sales network where applicable. Pro-actively manage distributor sales contacts by proposing accounts to target and making joint sales calls. ➤ Coordinate resources at HED® to respond to customer demands; be a customer advocate to HED®. ➤ Propose innovative product, systems, logistics, and other solutions to minimize account support costs while still satisfying the customer; be an HED® advocate to the customer. ➤ Participate in obtaining and building sales forecast data for the designated territory. 	
Systems Integration	<ul style="list-style-type: none"> ➤ Capture and document the customer needs for specific applications ➤ Based on customer needs, develop a comprehensive solution with Application Engineering that meets or exceeds those needs. Document, communicate and differentiate the solution to our customer in a proposal and/or presentation. 	
Technical skills / Competence required:	<ul style="list-style-type: none"> ➤ BS degree in Engineering (preferrably Electrical) and 3 or more years in technical sales engineering role will engineered solutions, preferably specific to electro-hydraulic controls integration and/or electronic controls programming. ➤ Highly motivated ➤ Excellent communication (written, presentation, verbal) and interpersonal skills. ➤ Demonstrated ability to identify, qualify, and close key prospect accounts. ➤ Strong project management skills. ➤ Customer empathy/customer advocate mentality. ➤ Ability to work independently to set daily priorities and workload. ➤ Strong leadership qualities and a demonstrated capability to influence others and excel in a matrix organization is a must. ➤ Willingness to travel up to 50% of the time. 	
Relationships:	<ul style="list-style-type: none"> ➤ Works cross functionally with all functional departments to insure customer satisfaction. Works particularly with Sales Management for customer and market strategy implementation, Product Management for pricing guidance, Applications Engineering to insure best practices for product application, and 	

	Customer Service to insure proper acknowledgement and delivery of product and support for quality related issues.	
Employee Signature:		Date:
Manager Signature:		Date:
Top Management Signature (Manager "N+2"):		Date:

The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.