

Regional Sales Manager

Reports to: National Sales Manager, VP of Sales, or CEO

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REGIONAL SALES MANAGER

Identify and close new business opportunities in commercial and industrial markets for brushless DC motors, geared motors, electronic controls, air moving products. Work closely with internal and customer engineering teams to identify solutions and resolve problems.

Essential duties and responsibilities

- Managing and interpreting customer requirements - listening to clients and using astute questioning to understand, anticipate and exceed their needs
- Serve as primary point contact with sales representatives and customers in assigned territory
- Communicate with Elinco Engineers and certain suppliers on technical and commercial issues relating to customer requirements
- Coordinating customer project activities with internal engineering team
- Providing training and producing support material for both customers and sales representatives within assigned territory
- Making sales presentations and demonstrating how a product will meet client needs
- Assist with customer problems both pre-sale and post-sale
- Make sales calls to potential or active clients independently as well as with sales representatives in assigned territory
- Supporting engineering in promoting the best technical solution for the customer in terms of quality, price and delivery
- Work with sales representatives to identify key accounts to target by industry and application for special value added or complete custom product initiatives
- Supporting marketing activities by attending trade shows, conferences, and other sales and marketing events
- Identifying new clients and/or markets who could benefit from company products or services and maximizing customer potential
- Recording and maintaining client contact data in the company CRM.
- Proven experience in cross-selling, and competence in various sales activities

Experience

- 3 - 5 years minimum of motor or related industry sales experience

Education

- Bachelor's Degree in electrical or Mechanical Engineering (A minimum of a bachelor's degree in marketing, business, or other fields related to the profession)

Job Knowledge

- Hybrid steppers and BLDC motors

- BLDC, EC, or AC induction powered air moving products including axial fans, blowers, and backwards curved impellers.
- Familiarity with electronic drives for BLDC and stepper motors and air movers.

Other Essential Qualities

- Customer focused – Fast, accurate response to customer questions and needs is critical
- Accuracy and attention to detail - Ability to define problems, collect data, establish facts, and draw valid conclusions
- Multi-tasking – Able to manage and coordinate multiple projects and priorities
- Excellent communication skills – Ability to read, analyze common documents; respond to common inquiries or complaints from customers and effectively present information to top management.