

POSITION DESCRIPTION

KOHLER CO.

Position Title: Area Sales Mgr (Location), UPSL Incumbent:
Department: Hardware Sales Date Prepared: 01/2014
Division: UPSL
Group: Power Group

BASIC FUNCTION

To build and develop new business for UPS in their designated geographical region

SPECIFIC RESPONSIBILITIES

1. Owns the achievement of the company's UPS annual order target for their allocated Region;
2. Actively drives the UPS sales funnel, working autonomously to identify and maximize opportunities;
3. Supports the company's contract engineers during the post-sale implementation and hand-over process;
4. Establishes new, and maintains existing, strong long-term relationships with customers for UPS business through regular close contact account management utilizing face-to-face meetings, telephone & email communication. It is anticipated regular face-to-face contact of >70% will be required;
5. Manages and interprets customer requirements and delivers customer quotations to understand, anticipate and exceed their needs for UPS;
6. Persuades customers that UPS & service will best satisfy their needs in terms of quality, price and delivery;
7. Negotiates and closes sales by agreeing terms and conditions to meet both customer and company needs;
8. Responsible for representing the UPS product/service to customers through the development and delivery of technical presentations, product demonstrations and training; and at field events such as seminars, conferences, exhibitions etc;
9. Responds to functional and technical elements of customer enquiries, RFIs/RFPs, ITTs etc;
10. Maintains a rolling 3 monthly forecast pipeline of opportunities based on knowledge of market potentials, sales trends, competitors, economic conditions etc;
11. Acts as the 'Voice of the Customer' for UPS business within the company; conveying customer requirements and needs internally to UPS Operation, Service, Finance, Hardware/Service Sales teams and with external suppliers; and works closely with these teams/suppliers to deliver solutions to exceed customers needs and requirements;
12. Works with the Marketing team in the development of UPS sales collateral, advertising, sales/marketing campaigns etc;

RELATIONSHIPS AND CONTACTS

Supervisory Relationships:

1. Reports to Mgr- UK Hardware Sales

Organization Relationships:

- Frequent contact with management team members.
- Works closely with all key functional managers

External Business Relationships:

1. Regular face-to-face contact with external customers.

EDUCATION AND EXPERIENCE REQUIREMENTS

Proven 5+ years sales experience of UPS;

Strong technical expertise of UPS;

Strong understanding of the UK UPS market;

Strong established relationships with End-Users, Consultants & Contractors in their designated region

Target Driven

Strong team player;

Self motivated and results driven with the ability to manage multiple tasks within a pressurized environment;

Ability to communicate effectively at all levels, maintaining excellent relationships with key contacts both internally & externally;

Strong communicator

HNC Electrical Engineering preferred

REVIEW AND APPROVAL

Date

Prepared by:
