

AQUASCAPE, INC.

Job Description



Position Title:	Regional Sales Manager		
Department:	Sales	Reports to:	National Sales Manager
Type of position:	FT Salary	FLSA Status:	Exempt

The position is responsible for the management and sales growth of Aquascape products in the assigned region. This position is responsible for contacting and securing new business accounts and customers while maintaining existing customer accounts.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and increase sales revenue to meet region's sales target
- Attain individual annual sales goals and contribute to team sales goal
- Identify and develop growth opportunities within region
- Determine and manage the sales potential of assigned accounts to achieve the desired sales goals
- Develop and manage an effective sales call plan for prospects and customers based on potential sales revenue
- Participate in setting personal business goals and regional sales goals
- Provide input regarding the territory potential and the value of existing and prospective customers value to the organization
- Check on competitive activity in region
- Establish call schedule to existing and prospective customers to maximize account potential
- Conduct site visits at key accounts
- Resolve and expedite customer problems and complaints by investigating problems and developing solutions
- Prepare account for all opportunities for new products and growth
- Stay informed on new products, services, programs and other information pertinent to customers in the region
- Plan and carry out new product sales initiatives
- Assess customer requirements that will lead to new product or service ideas to meet the needs of the market
- Supply management with oral and/or written reports on customer needs, problems, interests, competitive activities, and potential for new products
- Communicate changes in the marketplace
- Develop personal sales plan which details activities for fiscal year to focus on meeting or exceeding sales quota
- Communicate company marketing initiatives for product specials and new products sales, following up with key accounts to maximize sales
- Participate in company events, including but not limited to Pondemonium
- Develop educational sales training plan that will include training for staff, owners, retailers, managers and employees at customer locations, as needed
- Maintain good communication with inside sales team
- Attend trade shows
- Adhere to all company policies, procedures and business ethics codes
- Other duties or assignments as assigned by management

REQUIRED EDUCATION/EXPERIENCE PROFICIENCIES

- 3+ years of B2B sales experience
- Proven ability to achieve sales goals and drive results
- Past experience managing a sales territory
- Ability to communicate effectively; written, verbal and presentation skills
- Demonstrated understanding of top and bottom line business issues and impacts
- Flexibility to travel as needed, as much as 50% of the time
- Strong knowledge of Windows Office Suite, including Excel and PowerPoint
- CRM experience

PREFERRED EDUCATION/EXPERIENCE

- Associate's or Bachelor's Degree in Business or Marketing
- Experience managing a sales team

Job Description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the position