

TITLE OF POSITION:	West Coast Field Salesman
DEPARTMENT:	Sales
REPORTS TO:	Director of Sales & Marketing

Position Summary –Administer, evaluate and review the sales activities to achieve the annual sales and profit plan while positioning the segments in the specific market for steady, long term growth.

PRINCIPLE DUTIES (to include but not limited to):

1. Administer the proper quotation of price and delivery information directly to customers or through factory trained representatives.
2. Preparation of regular forecast of sales in support of the annual business plan, product plan and market segment plan.
3. Administer regular and special sales reports to insure timeliness and accuracy.
4. Evaluate primary accounts and data related to the overall results of the market's sales operation and take appropriate action to correct or improve performance.
5. Evaluate literature, documentation, application data and other support materials in cooperation with marketing to ensure suitability for assigned market segments.
6. Conduct and participate in internal and external sales related meetings to continually improve market position.
7. Review sales and marketing policies with management and participate in determining product revisions, product line additions, delivery and price modifications.
8. Review market correspondence, file data and other customer communications to continually refine and improve performance and affectivity.
9. Review activity of competitors with respect to pricing, delivery and product offering.

QUALIFICATIONS:

1. College degree in Marketing, Management, Business Administration, Engineering or technical discipline.
2. At least five years management responsibility for sales or marketing.
3. At least ten years of actual selling experience, three of which is related to capital equipment/power conversion equipment.
4. Work history to reflect stability, dedication, loyalty and professional growth.
5. Proven organizational skills, including scheduling, planning, and coordinating details.
6. Strategic selling skills.
7. Interpersonal skills, including motivation, training, morale boosting and art of persuasion.

8. Must be tenacious and aggressive, yet cheerful and empathetic with the objectives of both the customer and the company.
9. Must be willing to devote the time and energy necessary to travel and entertain both customers and sales representatives.
10. Technical knowledge of solid-state power conversion techniques and equipment is necessary.

Equal Opportunity Employer