



JOB DESCRIPTION

Job Title: Sales Representative
Reports To: CEO

Revision Date: 09/2016
Supervises: None

PURPOSE & OBJECTIVE OF JOB

Responsible for sales for an assigned territory in the United States and Canada.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Visits current distributors, dealers, and users to acquire new businesses and take care of existing clients.
- Attends regional and major national trade shows.
- Reaches the target sales goals which are designated by the CEO.
- Generates strategic and competitive quotations to customers to increase sales and customer base.
- Stays abreast reports on competitive products, industry changes, and suggestions for new products for R&D.
- Serves as an industry “expert” or consultant for the customer to engage and sell products.
- Works with engineering department to obtain additional information for customers.
- Creates distribution and dealer programs to increase sales.
- Travel within the assigned territory about 60% of the time.
- Other duties as assigned and requested by the organization.

QUALIFICATIONS

EDUCATION and/or EXPERIENCE

- Related bachelor’s degree or equivalent experience
- 3-5 years of experience in wire, cable, and connectivity – specifically wire and cable terminations
- Must understand signal flow, cable and connector construction in audio and video patching
- Current knowledge in standards of signal bandwidth, interconnect styles and industry related equipment capabilities and I/O’s
- Demonstrated experience creating relationships with potential customers with the ability to close the sale

COMPETENCIES / SKILLS and ABILITIES

- Proficient in Microsoft Office Programs including Explorer, Word, Excel, Access, and PowerPoint
- Demonstrated experience in evaluating suppliers and negotiating contracts
- Ability to analyze information
- Ability to respond to inquiries with analysis from customers
- Demonstrated experience exhibiting knowledge in the broadcast audio and video industry
- Strong communication skills, both verbally and written

PHYSICAL DEMANDS

While performing the duties of this job, the team member is regularly required to sit; use hands to finger, handle, or feel; and talk. Must be able to use the telephone to communicate as well as use computer systems to communicate. The team member is occasionally required to stand, walk, and reach with hands and arms. The team member must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, depth perception, and ability to adjust focus. Must be willing to travel at least 60% of the time.

WORK ENVIRONMENT

The noise level in the work environment is usually moderate. Position is located in an office but the majority of the work is outside of the office calling on customers. Must have a valid US driver’s license and be able to transport to customer locations.