

KUSTOM SIGNALS, INC.
POSITION DESCRIPTION

Position Title: Marketing, Bids and Sales Support Manager

Department: Marketing

Reports To: Sr. Product Manager- Speed

Job Grade: 12 EX

Cost Center: 10500

Rev Date: 1/5/2021

Position Summary

Prepare and perform tasks involved in supporting the sales team, including the preparation of bid proposal response documents, marketing materials, price tracking and strategies, cost and/or margin analysis, and oversight of functions such as product evaluations, demo equipment tracking, contract management, and distributor program.

Education

- Four (4) year degree or equivalent experience required.
- Be a Kansas Notary Public, or be willing to obtain appointment as a Kansas Notary Public.

Experience

- Familiarity with contract terms and conditions and how they can impact business.
- Skilled JD Edwards and Showcase user.
- Prior bids and proposals experience.
- Adobe Creative Suite

Skills

- Demonstrated experience providing excellent customer service to internal and external customers.
- Exceptional written and verbal communication skills (must be comfortable in one-on-one and group situations with customers, employees and executive management).
- High-level reading capabilities to understand contract language, commercial terms, and communicate potential contract risks.
- Excellent computer skills.
- Proficient in Adobe Creative Suite with the ability to create and maintain creative content including product sell sheets, catalog, infographics and other materials to support the sales process as well as print and digital ads as required.
- Familiarity with Expression Engine and WordPress is helpful when making website modifications.
- Proficient in Microsoft Office software with the ability to create and maintain moderately complex spreadsheets and reports making use of formulas, functions, conditional formatting and linked sheets.
- Ability to develop an increasingly in-depth understanding of Company's many products and services.

- Excellent organizational and prioritizing abilities.
- Detail oriented to effectively complete tasks requiring an extremely high degree of accuracy in a timely fashion.
- Must be able to perform math calculations such as gross margins, discounts, interest, commissions, and percentages.
- High level of work accuracy with acute attention to detail.
- Self-motivated.
- Strong leadership skills.
- Excellent project and time management skills and ability to develop realistic work plans.

Duties and Responsibilities

Bids and Proposals Responsibilities

- Draft and prepare responses to formal bid requests and requests for information.
- Responsible for facilitating the proposal process from start to finish.
- Receive and review bid specifications (read bid specifications thoroughly and identify areas of importance and/or concerns, areas of product compliance and/or non-compliance, competitor being specified, etc.).
- Notify appropriate individuals of the opportunity and provide a synopsis of opportunity.
- Work with sales team to assess the probability of winning, create strategies for bid and/or no-bid response, establish our strengths and/or weaknesses, etc.
- Assimilate professional bound response package to include:
 - Cover letter
 - Price page(s)
 - System configuration and/or response to specifications
 - Form(s)
 - Brochure(s)
 - Warranty statement(s)
 - Other items deemed beneficial by sales and/or marketing to influence a favorable response.
- Continually review competitor bids and update content, layout, etc. accordingly to enhance responses.
- Order insurance certificates and performance bonds as required.
- Gather and provide supporting documentation such as business licenses, certificate of good standing, employee information reports, affirmative action forms, Minority Business Enterprise (MBE), Women Business Enterprise (WBE) and Small Business Enterprise (SBE) requirements, statement of parts certification, etc. Work with appropriate departments to gather and finalize all required forms.
- Conduct research to identify competitor pricing for similar-sized opportunities, assist with pricing recommendations, calculate gross margins in conjunction with pricing recommendations, etc.
- Track competitive pricing and share with Sales, Sales Management and Administration.
- Follow up regularly with Sales to obtain bid results.

- Maintain bid files in the company's bid filing system that contains all relevant information pre and post bids (five (5) years of bids kept in the active filing cabinets, six (6) to ten (10) years old bids kept in storage, ten (10) plus years regular bids are shredded but, state bids should be kept on file).
- Interface with buyers in pre-bid and post-bid situations to assist with closure.
- Recommend, draft and submit correspondence to Purchasing Agents to influence specifications and protest unfair awards.
- Upon award of bid, work with sales team and order entry to ensure pricing in bid is interpreted correctly and entered correctly.
- Make specific recommendations on the process and other improvements to bids and/or proposals preparation process to increase closure rate.

Order Entry Responsibilities

- Responsible for all functions associated with order entry to include:
 - Track and communicate price lists changes.
 - Insure adherence to pricing policies, including the review of Special Pricing. Requests to ensure all approvals have been received and coincide with the referenced order.
 - Communicate special shipping, handling and invoicing instructions and Special Configuration Requests (SCR).
 - Handling R/A requests.
 - Prepare and distribute related reports.

Contract Management Responsibilities

- Perform business risk and accuracy review of all contracts.
- Recommended changes to contract and pricing (research and provide gross margins).
- Review commercial terms (including insurance and indemnification requirements) as requested, and interface with Bids and Proposals as needed to assure terms are appropriately addressed in the bid response.
- Track contracts for renewals, prices and/or margins, and product additions, deletions and changes.
- Provide monthly, quarterly, semi-annual, and annual usage reports as dictated by contract conditions.
- Create customized reports as requested by management in Excel, Showcase or other software.
- Update the Company's contract price list no less than four (4) times per year, and assist with distribution as needed.

Sales Support Responsibilities

- Assist sales and be intimately knowledgeable of the following:
 - Order Entry Processes and associated documentation required for orders to be entered.

- State Contracts and associated usage reports, contract requirements, terms/conditions, etc.
- Product Evaluations.
- Demo Equipment tracking (demo equipment tracking for both KSI employees and distributors).
- Responsible for training and cross training of employees. Continually update and maintain handbooks for bid processes, order entry processes and evaluation/demo equipment processes.

Marketing Responsibilities

- Support the Product Managers in the design, development and layout of all promotional product materials for print and digital use.
- Maintain the website for SEO and ensuring brand awareness, product marketing, and customer resources.
- Create and facilitate social media strategies for the company.

Miscellaneous Responsibilities

- Provide recommendations for updating domestic and international price lists.
- Manage the vendor application and company profile process (keeps profiles up-to-date, assess and recommend renewals, coordinate with accounting for payment of registration fees, etc.). This includes:
 - Maintaining Federal registration for System Award Management (SAM).
 - Completing Form 1449 for Federal opportunities awarded to Kustom Signals, Inc (KSI).
- Coordinate, compile and combine input from sales and sales management and report on information such as order entry accuracy, win rates for bids, win rates for evaluations, and monthly, quarterly, annual reports (i.e. Sales and Operations meeting and monthly business review (MBR) and quarterly business review (QBR) reports).
- Review Special Pricing Requests (SPRs) from sales team. Ensure accuracy, calculate costs and/or gross margins provide feedback, and upon completion of the SPRs forward to appropriate approval personnel.
- Submit no-bid letters for opportunities not pursued and/or opportunities not in our current scope of work.
- Update and distribute Contract Price List to sales team and sales management no less than four (4) times per year.
- Handle administrative tasks associated with Distributor Program (i.e. tracking distributor documents from pre-qualification through approval, along with continual follow up in regards to tracking demo equipment, sales, etc.).
- Review sales@kustomsignals.com and info@kustomsignals.com inboxes daily and distribute accordingly.
- Review BidSync searches (and any additional web-based searches) and distribute leads to appropriate sales person(s).
- Create and track Raptor on-line training licenses and forward to requesting agency(ies).

- Work with IT, Accounting and Engineering to develop and implement new streamlined price administration processes and tools.
- Review special pricing flyers to assure compliance with State contract prices and advertising terms.
- Respond to customer questions regarding contracts.
- Review the Company's price list and provide recommendations for additions, deletions, changes, and etc.
- Other duties as assigned.

Equipment To Be Used

Computer, fax machine, telephone, calculator and phone.

Typical Physical Demands

Must be able to lift up to twenty five (25) pounds, sit for eight (8) hours a day and drive a car.

Typical Mental Demands

Must be able to do intermediate-level math calculations; must have the ability to analyze information; must be comfortable working in Word, PowerPoint, Adobe Creative Suite, and Excel; and knowledge of JD Edwards is a bonus. Must be process oriented, able to cope with stress and possess the mental toughness to work well under pressure. Overall, must also have the ability to gather, organize, interpret, and collate data from multiple sources.

Working Conditions

Typical office environment. The job is deadline oriented, which requires working in the evenings and/or over weekends.

The intent of this job description is to provide a representative summary of the types of duties and responsibilities that will be required of positions given this title and shall not be constructed as a declaration of the specific duties and responsibilities of any particular position. Employees may be requested to perform job-related tasks other than those specifically presented in this description.

Employee Signature _____ Date _____

Supervisor/Mgr. Signature _____ Date _____