

KUSTOM SIGNALS, INC.
POSITION DESCRIPTION

Position Title: Regional Sales Manager
Department: Domestic Sales
Reports To: Domestic Sales Manager

Job Grade: 14 EX
Cost Center: 10425
Revision Date: 12/2/2019

Position Summary

The primary responsibility of this position is to develop and maintain client relationships based on trust and accountability while providing quality video and speed enforcement solution sales and services in order to meet or exceed the expectations of the territory sales plan.

Education

Four (4) year post-secondary degree or equivalent experience required.

Experience

Minimum of five (5) years of technical business-to-business (B2B) sales and/or account management experience in a position that required extensive travel while managing multiple projects. Experience selling and/or knowledge of law enforcement traffic safety equipment is a plus.

Skills

- Career orientation toward selling that focuses on continuously improving performance, meeting objectives and producing positive results.
- Develop universal territory strategy for growing sales with varying sizes of customers ranging from small, rural agencies to state level and large metropolitan agencies.
- Demonstrates initiative by perceiving sales opportunities and pursuing them expeditiously.
- Develops and builds relationships with influential customer contacts to expand KSI's sales.
- Understands customer needs and responds promptly and appropriately; seen by the customer as a valued partner.
- Ability to effectively troubleshoot and diagnose problems.
- Can persuade, convince or influence others to see Company's viewpoint or accept a Company-suggested course of action.
- Acts as a customer advocate with the Company by recognizing and responding to customer's perspective, situation and needs.
- Projects confidence in own and Company's ability to meet challenges and make the right decision(s) toward meeting customer needs.
- Can deal positively with adversity.
- Comfortable working with varying sizes of customers ranging from small, rural agencies to state level and large metropolitan agencies.

- Previous experience using sales automation and/or CRM software.
- Proficient in Microsoft Office suite.
- Must be self-motivated, detail-oriented, organized, and have the ability to work with minimal supervision.
- Exceptional oral and written communications skills.
- Strong Teamwork skills.
- Must possess excellent phone voice and etiquette and customer service skills.
- Be able to present all company products as a virtual event

Duties and Responsibilities

- Know how to qualify accounts in order to prioritize selling efforts.
- Initiate sales process in territory by scheduling appointments; making initial presentations; understanding account requirements across a broad variety of customers including law enforcement agencies and governmental entities.
- Use call reporting to the fullest extent by entering data in the database for all meaningful customer contacts, preparing quotes, maintaining adequate records, and producing required reports.
- Close sales by building rapport with key influencers and decision makers; explaining and demonstrating product and service capabilities; overcoming objections; and preparing contracts.
- Expand sales in existing accounts by introducing new products and services, and developing new applications.
- Contribute information to market strategy by monitoring competitive products and reactions from customers.
- Recommends new products and services by evaluating current product results and identifying needs that could be fulfilled.
- Travel in territory approximately seventy-five (75) percent of the time or more depending on workload, in a Company-provided vehicle or by airline. Work during evenings and/or weekends will be necessary for customer demonstrations, bid openings, industry related tradeshows, training sessions, seminars and Company sales meetings.
- Establish a three week confirmed schedule of face to face customer visits to meet or exceed company standards.
- Maintain territory demo equipment and manage customer evaluation process in a timely manner.
- Become proficient in the operation of all product offerings including computer database and workstation set up in order to demonstrate products, train customers, and certify officers and instructors as needed.
- Develop a strong working knowledge of competitive products and how they compare to the Company product offerings.
- Work in an office environment set up as a private office in RSM's home with space provided at RSM's personal expense.
- Assist Account Manager as needed so that territory sales activities will be maximally efficient.

- Dress appropriately in business professional attire at all time, and conduct business in a professional manner in order to maintain the Company's high standards of professionalism, integrity and reputation for excellence.
- May be required to work outside the normal business hours.
- Other duties as assigned.

Miscellaneous Qualifications

Presentation Skills, Internal Communications, Informing Others, Verbal Communication, Closing Skills, Motivation for Selling, Consultative Selling, Sales Planning, Territory Management, Prospecting Skills, Persistence, Meeting Sales Goals, Strategy development; Local, Regional and State Purchasing Processes, Ability to work in a high pressure environment, Work well in a team environment including all facets of a manufacturing Company.

Equipment to be Used

Computer, fax machine, telephone, calculator, copier, portfolio specific equipment, small hand tools, and basic test equipment.

Typical Physical Demands

- Sit, stand, lift, bend, and reach.
- Drive a car/SUV day or night.
- Travel the United States via car or airplane.
- Frequently lift ten (10) pounds and occasionally lift and/or move up to seventy (70) pounds and occasionally lift and/or move in excess of seventy (70) pounds using lifting aids, technologies, or appropriate assistance.

Typical Mental Demands

- Ability to read and comprehend instructions, correspondence, and memos.
- Ability to effectively present information to customers and other employees of the Company.
- Work with a wide variety of individuals at levels ranging from technical experts, to law enforcement executives, to end users.
- Maintain a working knowledge of products and services.
- Action-oriented, constantly changing environment.
- Track rapidly changing competition and market forces.
- Ability to work in a fast-paced environment with key performance indicators of video sales performance.

Working Conditions

- Work from home office and travel to customer sites.

Travel

- Position requires overnight travel approximately seventy-five (75) percent of the time or more depending on workload.
- Typical workweek will include eight (8) hours per day, five (5) days a week.
- Maintain a three week advance schedule of face to face visits with a weekly minimum goal of 2 A accounts, 1 B account, and a mix of 5 other A-F accounts. A minimum of 1 Lunch and Learn per month. All state agencies will be visited a minimum of twice a year.
- Must work some evenings and weekends.
- May be working twenty-five (25) percent in a home office setting and seventy-five (75) percent traveling to customer and/or other sites depending on workload.

The intent of this job description is to provide a representative summary of the types of duties and responsibilities that will be required of persons in these positions. It 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** _____