

KUSTOM SIGNALS, INC.
POSITION DESCRIPTION

Position Title: Technical Sales Manager

Department: Sales

Reports To: National Domestic Sales Manager

Job Grade:

Cost Center: 10401

Date: 3-11-2021

Position Summary

To provide technical sales support to the sales staff for the Company's digital video products, back office products, and speed enforcement products. This position will include, but is not limited to, technical sales support and presentation of designed solutions to customers.

Education

Bachelor's degree in engineering, or computer science. Equivalent job knowledge and experience may be substituted in lieu of degree.

Experience

- Three (3) years' experience selling and marketing a technical solution.
- Previous experience in technical sales, or applications engineering experience with integrated technical solutions.
- Three (3) years' experience in marketing wired or wireless, network solutions

Skills

- Superior interpersonal communication skills and an affinity for working with external customers and internal teams.
- Strong IT administrative background.
- Extensive knowledge of network solutions.
- Strong understanding of Windows architecture and environments.
- Working knowledge of wired and wireless networking.
- Strong adaptive skills, and the ability and desire to keep up with the latest new technologies.
- Well-developed sales and presentation skills.
- Capable of delivering customer solutions and information via virtual presentations.
- Excellent customer relations skills.
- Ability to work in a team environment and individually as needed.
- 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.
- Ability to resolve issues in a timely, accurate and thorough manner.
- Ability to handle multiple projects and tasks.
- Awareness of Solution Selling and ability to pivot relative customer's needs during long sales cycles.

Duties and Responsibilities

- Interface with (potential) customers via telephone, virtually and/or face-to-face at customers' sites.
- Maintain professional and friendly relationships with customers.
- Train IT professionals and law enforcement resources in video and speed product functionality, solution architecture, management, and troubleshooting.
- Contribute to team effort by accomplishing relevant tasks as needed.
- Assist sales associates in the development of an IT solution based on customer needs.
- Document all customer calls and contacts by entering a detailed record of such into the Customer Relations Management software.
- Evaluate product and service marketability in terms of customers' technical and operational needs.
- Maintain an up-to-date understanding of industry trends, technical developments, and competitive offerings that effect target markets.
- Assist in the development and delivering of sales presentations, product seminars and trade shows.
- Assist in the development of virtual product presentations and training.
- Assist in the development of sales proposals for customers.
- Recommend new technical products and product modifications or terminations.
- Dress in business professional attire and conduct business in a professional manner in order to maintain the Company's high standards of professionalism, integrity and reputation for excellence.
- Other duties as assigned.
- Possibly travel 25% of the time.

Equipment to be Used

Computer, telephone, calculator, copier, portfolio specific equipment.

Typical Physical Demands

- Sit, stand, lift, bend, and reach.
- Drive a car.
- Frequently lift ten (10) pounds and occasionally lift and/or move up to sixty (60) pounds and occasionally lift and/or move in excess of sixty (60) pounds using lifting aids, technologies, or appropriate assistance.

Typical Mental Demands

- Ability to read and comprehend instruction, correspondence, and memos.
- Ability to effectively present information to customers and other employees of the organization.
- 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 indicator of video sales performance.

Working Conditions

- Controlled office environment.
- Typical workweek will include eight (8) hours per day, five (5) days a week.

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** _____