

KUSTOM SIGNALS, INC.
POSITION DESCRIPTION

Position Title: Account Manager
Department: Domestic Inside Sales
Reports To: Inside Sales Manager

Job Grade: 10 NE
Cost Center: 10425
Revision Date: 1/9/19

Position Summary

The Account Manager's (AM) primary responsibility is to manage sales and client relationships through a partnership with the Company's Regional Sales Manager (RSM), Technical Sales Manager, and authorized Company Distributors within a defined geographic territory(ies). This position must develop and maintain client relationships within the Law Enforcement and/or Public Safety industry based on trust and accountability while providing quality video evidence and speed enforcement solution consultation in an effort to meet and exceed the expectations of the client and the territory(ies) sales growth plan.

Education

Four (4) year post-secondary degree or equivalent job knowledge and experience may be substituted in lieu of degree.

Experience

- Three (3) years previous sales experience (technical sales experience preferred).
- Experience working with distribution partners is a plus.
- Previous use of sales automation and/or Customer Relationship Management (CRM) software.

Skills

- Demonstrated success in navigating sales life cycle, as in, prospecting, understanding buying behaviors, needs analysis, communicating value, negotiation, overcoming objections and closing the deal.
- Must be able to effectively communicate features, benefits, and value.
- Ability to execute a daily plan, account development strategies, account retention strategies, pipeline management and utilize professional solution selling techniques.
- Ability to develop accurate quotations to meet customer expectations with regards to solution specifications and/or configuration, delivery requirements, billing requirements, and budget constraints.
- Must be self-motivated, detail oriented, highly organized and/or disciplined, and have the ability to work with minimal supervision.
- Exceptional oral and written communications skills.
- Must demonstrate a high level of proficiency in Microsoft Office suite.
- Must possess excellent phone voice and/or etiquette and customer service skills.

Duties and Responsibilities

Sales

- Develop and articulate comprehensive, technical solution recommendations based on clients' needs, schedule and/or project timeline, and budget. Solutions include In-Car Video (ICV), Body Worn Video (BWV), local vs. cloud based evidence management solutions, Speed Enforcement RADAR, Speed Enforcement Laser (LIDAR), and Speed Awareness/Messaging Trailers.
- Negotiate terms of sale as in product specifications and/or configurations, onsite services (i.e. installation and implementation), delivery expectations, training, warranty, and/or service contracts, and price.
- Prospect potential customer base (Police Departments, Sheriff's Offices, State Police, Highway Patrol, Military Police, etc.) by phone and email in assigned territory(ies) to uncover current sales opportunities, identify potential customer needs, and develop the foundation for future opportunities.
- Develop and maintain a current Sales Pipeline and a rolling two (2) month territory(ies) schedule in Outlook.
- Qualify, manage and close sales opportunities using the Kustom Signals Inc. (KSI) Selling Solutions process.
- Develop a strong working knowledge of competitive products and how they compare to KSI product offerings.
- Accurately document details of customer communications and activity in CRM software program.
- Other duties as assigned.

Territory(ies) Management

- By way of an annual business plan, develop and execute sound business strategies within assigned territory(ies) in an effort to improve revenue growth and maximize profits.
- Maintain accurate rolling forecasts for assigned territory(ies) (imminent opportunity reports) to be provided to Senior Leadership Team (SLT) for use in financial projections and materials management.
- Initiate and manage the order fulfillment process from receipt of order to completion of order entry.
- Identify, manage, and train Distribution Partners within the assigned territory(ies).
- Work to secure appointments and outline follow-up steps for accounts within the assigned territory(ies).
- Develop appropriate pricing recommendations and strategies for opportunities within the assigned territory(ies).
- Respond appropriately to client technical issues as in, manage resolutions to client issues by making appropriate recommendations and coordinating efforts with the Customer Service Department, Technical Support Staff, and SLT.
- Maintain accurate records and generate reports as required.

- Fulfill the role of primary point of contact for all Law Enforcement Agencies within the assigned territory(ies); act as the liaison between the Law Enforcement Agency and all functional departments of the Company (i.e. Customer Service, Technical Support, Depot Repair, Finance, Accounting, Billing, Engineering, Shipping, Production, Field Service, Distribution Partners, etc.).
- Other duties as assigned.

Order Entry Responsibilities

- Responsible for all functions associated with order entry to include:
 - Accurately entering customer account information into Enterprise Resource Planning (ERP) system.
 - Keying correct product configurations, quantities and pricing into ERP system per the customer's purchase agreement, purchase order or contract.
 - Following established internal protocols for communicating special shipping, handling and invoicing instructions, and Special Configuration Requests (SCR).
- Other duties as assigned.

Equipment to Be Used

Computer, fax machine, telephone, calculator, copier, and portfolio specific equipment.

Typical Physical Demands

- Act and dress in a professional manner at all times.
- Regularly required to sit, talk, or hear for eight (8) hours a day, five (5) days a week.
- Frequently required to use hands to finger, handle, or feel and reach with hands and arms. Occasionally required to stand.
- Occasionally required to lift and/or move up to ten (10) pounds.
- Specific vision abilities required include close vision and ability to adjust focus.
- Ability to drive a vehicle.

Typical Mental Demands

- Must possess a high capacity for multi-tasking, balancing multiple priorities concurrently.
- Ability to read and comprehend correspondence.
- Ability to add, subtract, multiply and divide as well as calculate figures and amounts such as discounts, commissions, percentages.
- Ability to effectively present information to customers, clients, and others.
- Ability to deal with and help solve problems involving several concrete variables in standardized situations.
- Ability to recall situations from information entered into database.

Working Conditions

Typical temperature-controlled, office environment. Ability to work with minimal supervision.

Travel

Travel based on business needs.

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 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** _____