

Job Description of West Coast Sales Manager Position

Position Overview:

FOR-A is a growing, leading innovator and manufacturer of video and audio based products for a wide variety of customers looking to produce broadcast related content and transmission of related material. As the Regional Sales Manager for this region, your major responsibilities will include developing new business and maintaining sold relationships on a face to face basis throughout the entire region. You will be responsible for preparing and conducting technical presentations including demonstrations at customer visits as well as conferences and tradeshows as required. Approximately 50% plus of your time will be spent traveling to existing and new customers' facilities providing information and sale support as required. You will also prepare regular reports, forecasts, and handle all aspects of account management. When not traveling you would work from our regional HQ office in Cypress, California. You should have experience and previous success in sales and account management related to the broadcast industry, including traditional broadcast, TV station, network accounts, rental and staging, House of Worship, government, local, state and federal, OTT related markets, stadium and arena accounts and developing positive relationships with industry related consultants that specify equipment designs. You should have above average communication, presentation and time management skills. You will be expected to regularly and consistently meet your sale targets in a highly competitive market.

Duties, Responsibilities and Accountability:

Represent FOR-A America with end users and resale partners in the 13 state western region area of the United States.

- Negotiating and closing sales.
- Meets monthly quota targets.
- Build key, long-term relationships with end users by calling on customer facilities directly to promote FOR-A products and services.
- Engage with factory representatives in regular presentations to customers.
- Deliver sales presentations to clients and re-sellers in the assigned territory.
- Develop and implement strategic sales plans to accommodate corporate and individual territorial goals.
- Develops and maintains sales forecasting activities and assists in setting of territory sales goals with integrators and dealers, where applicable.
- Perform market analysis to determine customer needs for feedback to engineering development.
- Advises and assists end users concerning sales and purchase of FOR-A product line.
- Assists in directing factory personnel to client base to establish FOR-A products in the region.
- Represents company at trade association meetings to promote product.

- Assists other departments within organization to prepare marketing plans specific to the territory.
- Prepares periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion.
- Monitors and evaluates the activities and products of the competition.
- Reviews articles in trade publications to keep abreast of technological developments in types of professional equipment merchandised.
- Assists in resolution of customer complaints regarding equipment, supplies, and services.
- Follow company policies and procedures.
- Perform other related duties as required.

Job Requirements: Knowledge/Education/Training/Experience:

Experience Selling & Marketing of Live Broadcast Equipment, specifically Production Switchers, Graphic Systems, Cameras, Routing Systems, multi-viewers and image processors

Management:

- Knowledge with key customers through the territory.
- Strong negotiating skills
- Knowledge of major broadcast transmission standards
- Knowledge of use of FOR-A products and ability to learn products on an in depth basis
- Solid user of Microsoft Office products
- Excellent Communication & Presentation Skills
- Skilled negotiator to retain the best for FOR-A, creating a win-win relationship

Traits:

- Positive, outgoing personality
- Determined
- Able to adapt to changing environment
- Problem Solver
- Coachable and self-motivated
- Strong interpersonal and observational skills
- High initiative and well developed analytical skills
- Strong presentation skills
- Organized and very detail orientated
- Able to work independently or as part of a team

Other:

- Willing to travel up to 60% of the time
- Valid Passport
- Valid Driver's License

Physical Demands:

- Office Environment
- Requirement to set-up equipment - involves lifting 50 lbs, reaching, bending, stooping, etc.