

BALLUFF

POSITION TITLE: Director of Sales - West Region

REPORTS TO: Vice President of Sales

KEY RESPONSIBILITIES:

Responsible for the management and development of Regional Sales growth, including: implementation of company strategy, staffing and resource development, channel support and development, direct customer relationship development, sales deployment and sales activities as well as industry strategy implementation.

- Maintain constant awareness of markets, customer needs, competitor activity in order to guide sales team in positioning products / technologies and industry strategies accordingly.
- Maintain and develop personal relationships with Key Accounts and Distributors.
- Work closely with Regional Sales Team through extensive face time in the market and utilization of other tools such as CRM, Monthly reports and regularly scheduled debriefings to insure activities and goals are on track and meeting expectations.
- Recognize developing trends and make appropriate recommendations as required.
- Support domestic and global initiatives with strong focus on targeted industries.
- Analyze and prepare sales forecasts, budgets and monthly reports. Control expenditures in region.
- Select, hire, review / develop and monitor the performance of sales team within region.
- Obtain and maintain a thorough knowledge of Balluff products, services and processes, as well as competitor's products and services.
- Accountable for Team's disciplined use of Territory, Account, and Opportunity Planning Processes including extensive use of CRM tools.
- Use and leveraging of innovative sales tools to drive higher levels of clarity and accountability across the Region.
- Supportive with Team for increased partnership and alignment with Marketing resulting in better execution of integrated marketing plans.
- Embracing Balluff's fact-based and data-driven Sales methodology. Completely integrate the methodology within the Regional Sales Team.
- Motivate the Regional Sales Team by establishing clear and achievable objectives. Ensure exceptional performance is properly rewarded with appropriate monetary and laudatory recognition.
- Develop face-to-face Customer relationships in the Region that are consistent with Balluff's philosophy of "Owning" the relationships with its Customers.
- Drive the notion of accountability throughout the Regional Sales Team including extensive use of Sales Disciplines.

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- Instill a sense of urgency in the Sales organization. Lead the Sales Team from the front and by example. Demonstrate the drive and discipline to actively and consistently Coach their Sales Team on face-to-face call execution.
- Establish a "hands-on" leadership style; highly interactive and comfortable in the Field, in front of Customers, and in corporate headquarters.

REQUIREMENTS/QUALIFICATIONS:

- The successful candidate will have an undergraduate degree, preferably a BSME or BSEE.
- Minimum of 5+ Years of Technical Field Sales and 4+ Years of Managerial experience.
- An in-depth knowledge of Sales and Marketing strategies and techniques is required.
- Proven knowledge of Regional Market and Industries.
- Solid familiarity with computers and common software (Outlook, Excel, Word, and PowerPoint).
- Up to 50% overnight travel is possible. Considerable time will be spent in cars, airplanes, and hotels.
- Visits to customer manufacturing facilities where the environment may require personal protective equipment.