

Position Title:	Regional Sales Manager
Reports To:	National Sales Manager
Department:	Sales
General Purpose:	Sales

Primary responsibilities: Increase market and sales penetration in defined markets by developing the sales channel, developing and implementing key account strategies, identifying new or expandable market/product applications and trends. Conduct seminars/training to rep channel and end-users to show applications and product features in a value model. Give input to product management to help define product roadmaps and participate in the product development process by being a team member of key development projects Participation in In-Situ Enterprise System and New Product Development System as required.

Primary Responsibilities:

- Develop regional distribution/rep channel
- Develop sales plans with rep organizations to maximize market penetration
- Identify key accounts within territory and develop/implement account strategy
- Identify key trends and applications in vertical markets within region
- Participate in key product development projects when required
- Conduct seminars/trainings for end-user and rep channel within the territory
- Participate in promotional activities and trade shows
- Participate in key industry associations within the region
- Identifies competitive trends and new products

The following knowledges are required:

- Knowledge of principles of marketing and selling.
- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Duties may also include special assignments across various departments in a consultative or process improvement capacity.

May be called upon to assist in the following responsibilities:

- Represent In-Situ at regional and national trade shows as needed
- Participate in company meetings, training programs and continuous improvement efforts
- Conduct training seminars in varies regions within the US.

POSITION QUALIFICATIONS:

EDUCATION and KNOWLEDGE:

- Seeking or hold a BS/BA or graduate degree or equivalent combination of experience, education and training.
- 3-5 years experience in sales and marketing
- Strong technical knowledge of product and application in defined vertical markets
- Strong understanding of sales process

SKILLS:

- Excellent oral and written communication skills, with the ability to make presentations to a variety of audiences.
- Ability to develop and maintain effective internal and external relationships and communications

DEMONSTRATED ABILITIES:

- Use of PC-based application software including but not limited to - word processing, PowerPoint, databases management
- Experience in using a contact database preferred
- Tactical and strategic thinking skills

WORKING ENVIRONMENT AND PHYSICAL CONDITIONS:

- Computer system data terminal
- Extensive travel required
- Normal office environment and minimum physical activity.