



Nuclear Sensors & Process Instrumentation

Round Rock, Texas, USA / www.ultra-nspi.com

Ultra Electronics, Nuclear Sensors & Process Instrumentation is a business name of Weed Instrument Co., Inc.

Job Description

Position: Industrial Sales Manager
Department: Sales and Marketing Division
Classification: Exempt
Supervisor: Vice President of Sales and Marketing

Purpose of Position

Manage a team of Sales professionals to optimize commercial position for the Company both with customers and suppliers. Oversee major programs. Work with the Vice President of Sales and Marketing in planning and implementing sales, marketing and product development programs, both short and long range, targeted toward existing and new markets. Manage all sales and marketing activities for industrial temperature and fiber products. Responsible for gross margins of all industrial temperature and fiber products.

Key Responsibilities

- Develop and implement strategic marketing plans, sales plans and forecasts to achieve corporate objectives for products and services
- Develop marketing and business strategies with VP of Sales and Marketing and Sales Product Managers
- Develop and recommend Company guidelines and procedures for product positioning, packaging and the pricing strategy of all Company products and services to produce the highest long-term market share, in conjunction with VP of Sales and Marketing. Authorize pricing decisions that are outside pre-defined price lists/policies
- Develop and maintain contract terms and conditions for sales and purchasing contracts. Seek authorization of terms and conditions for sales purchasing contracts that are outside pre-defined policies
- Ensure that both customer programs and business improvement programs are properly led and managed
- In conjunction with the appropriate Product Manager, develop all new product proposals for submittal to VP of Sales and Marketing
- Develop and implement the Company's e-commerce strategy
- Plan and oversee advertising and promotion activities including print, online, electronic media, and direct mail of the Company sales literature, advertising, and trade show programs
- Manage and direct staff to achieve Company goals and objectives including all outside and inside sales staffs, independent sales representatives, and distributors relative to temperature and fiber products
- Work closely with the key account sales managers for Industrial and Fiber products on all key customer accounts
- Meet with key clients, assisting sales representatives with maintaining relationships and negotiating and closing deals
- Prepare all forecasts and projections for sales of temperature and fiber products; Sets performance goals accordingly
- Maintain Company membership and participate in industry committees
- Represent company at trade association meetings to promote product
- Work closely with Engineering, Manufacturing, and Materials in order to develop and implement plans to reduce manufacturing costs and improve inventory turnover for temperature and fiber products
- Work with the VP of Sales and Marketing to assist in the development, review, and approval of Company budgets
- Work with the VP of Sales and Marketing and other Senior Managers (i.e., the Business Team) to develop specific short-term and long-term strategic plans and programs for the Company
- Other duties as required

Desired Background and Skill Requirements

- 4 year college degree required (engineering degree a definite plus); Master's degree preferred, but not required
- Minimum of 5 years related technical sales experience with progressive managerial responsibilities
- Demonstrated in-depth technical sales and marketing techniques and financial principles
- Must have experience in selling of discrete products with a technical nature. Experience with industrial instrumentation or fiber products is a plus
- Experience with CRM (Customer Relationship Management) and SFA (Sales Force Automation) programs
- Ability to communicate orally and in written form effectively with internal and external customers
- 40%-50% travel required
- Ability to undertake a variety of tasks concurrently
- Demonstrated proficiency in Microsoft Office Programs
- Must be able to work effectively in a team environment; Prepared to be "hands on" when appropriate
- Lives the "continuous improvement" philosophy; develops and adopts new ideas and concepts

Ultra Electronics, NSPI
Date: 08/04/2011

Authorized by: Dan Upp
President

The Company reserves the right to modify, interpret, or apply this job description. This job description in no way implies that these are the only duties, including essential duties, to be performed by the employee occupying this position. This job description is not an employment contract, implied or otherwise. The employment relationship remains "At-Will."