



## **Regional Sales Manager – U.S. Territory**

The Regional Sales Manager will provide sales leadership and guidance in the identification of new sales opportunities to secure a top market leadership position within assigned territory.

### **Key Responsibilities**

- Achieve or exceed annual sales plan for an assigned territory.
- Provide timely customer contact through personal visits, telephone calls, e-mails, and trade show attendance.
- Plan and prioritize personal sales activities and customer/prospect contact towards achieving agreed business aims, including costs and sales – especially managing personal time and productivity.
- Manage product pricing and margins according to agreed aims.
- Keep abreast of competitive products within our industry to establish performance benchmarks against our own products.
- Monitor and report on market and competitor activities and provide relevant reports and information.
- Work with existing and potential customers by providing technical expertise and market insight.
- Represent the company in national and regional trade shows and corporate events as well as be a voice in protecting the interests of Broadcast Electronics and those of our customers.
- Develop product and customer awareness of all BE products and services within assigned territory.
- Assist in the coordination and development of BE marketing activities including literature, advertising, technical data sheets, CD's, DVD's, trade shows, etc.

### **Education, Experience and Skills**

- Proven track record of direct sales experience preferred. Ideal candidate will possess broadcast industry sales experience.
- Bachelor's Degree in broadcast engineering, marketing, or a related field is preferred.
- Project management experience with the understanding of the bid-specification process.
- Proven track record of successful capital sales.
- Strong oral and written communication sales.
- Skilled with Microsoft Office software suite programs.
- Strong problem solving and analytical skills with the ability to formulate well documented, fact based proposals.
- Ability to travel within assigned territory.

Qualified candidates may send their resume to:

Broadcast Electronics  
Attn: Human Resources  
4100 North 24th Street  
Quincy, Illinois 62305  
Or [tzanger@bdcast.com](mailto:tzanger@bdcast.com)

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