

JOB DESCRIPTION

TITLE: Regional Sales Mgr, Broadcast Products
DEPARTMENT: Sales & Marketing
REPORTS TO: VP of Sales & Marketing

The Regional Sales Manager will lead the effort of establishing Wohler as “the supplier of choice” for broadcast monitoring solutions throughout the Middle East and India. The RSM must have prior experience in broadcast sales management and a solid book-of-business with key customers throughout the region.

Role Expectations:

- Maintain operations from home office located in the territory.
- Must hold valid passport with no international travel restrictions and a willingness/ability to commit to 50% of time spent in the field.
- Engage with customers and develop new accounts and opportunities through sales calls, training, and visits.
- Attend local trade shows and participate with regional publications and standards bodies to establish and promote the Wohler brand and products.
- Demonstrate substantial technical sales expertise through an ability to ascertain customer needs and propose Wohler’s solution and when necessary, along with providing first level product support.
- Develop large project opportunities and deepen relationships with both new and existing accounts, including large broadcasters, system integrators and dealers.

Significant Responsibilities:

1. Visit customers and dealers in the field as needed to deliver sales targets and meet quotas, validating sales opportunities through a consultative sales approach.
2. Manage the distribution channel within the region and expand as necessary.
3. Work with service providers in the region to ensure a high level of customer support with regard to repairs and logistics.
4. Make proactive calls to technical decision makers/point of influence at top accounts (end-users and channel) to introduce new products and learn about their current and upcoming projects.
5. Work with our product marketing / development team to document market needs and opportunities and assist with development of MRDs (Marketing Requirement Documents) for new products.
6. Assist sales team in evaluating sales opportunities in emerging markets.
7. Perform competitive product analysis when asked/required.
8. Drive new product rollout campaigns in your territory, involving conference calls, live presentations, sales calls, and site visits.
9. Provide technical assistance as needed to contribute to Wohler’s sales efforts including market reconnaissance, tradeshow participation and new product introductions.

Qualifications:

1. Extensive broadcast industry experience and understanding
2. Customer and account management background

JOB DESCRIPTION

3. Excellent verbal and written communication skills, coupled with effective use of email, Microsoft Word, and PowerPoint presentations.
4. Multilingual preferred – at least two languages including English

General expectations of all Sales staff working with Wohler:

1. Maintain a professional appearance in front of customers and vendors, generally denoted by business attire and a groomed appearance.
2. Maintain customer contact information and opportunity notes inside Wohler's corporate databases (Zoho for Sales & Marketing personnel).
3. Maintain orderly files as determined necessary by their supervisor.
4. Maintain a courteous and professional manner in written and oral communications with all individuals and entities, whether they are a member of Wohler, a customer of Wohler or a provider of goods and services to Wohler.
5. Communicate to their supervisor or any other officials in management issues which need resolution.

Wohler Technologies Inc. is an equal opportunities employer.