

JOB TITLE: NATIONAL SALES MANAGER
REPORTS TO: General Manager

STATUS: Salary, Exempt

GENERAL SUMMARY:

Responsible for identifying and building business opportunities in in North America for energy backup and industrial markets with an advanced battery technology. Segment focus will be on Telecom, Cable and Industrial with a longer term potential to cover other verticals including mobility and energy storage. Includes ensuring company profitability, quality, service and technology fit for all customers.

JOB DUTIES:

- Seek out new business with for advanced batteries within telecom, cable, and industrial within North America.
- Keep profit margins as high as possible while retaining and gaining new customers and contracts.
- Ensure that key personnel within FZSoNick are aware of market direction, challenges and opportunities.
- Gather information to learn of new business opportunities and analyze competitive situation in the business segments.
- Attend internal meetings, supply reports and follow required policies.
- Responsible for quoting new business and introducing future customers to application engineering.
- Generate marketing plans for each market segment and potential customer.
- Provide input toward new product development and introduction.
- Coordinate and attend major trade shows in North America.
- Responsible for the development and implementation of a sales and marketing strategy consistent with overall objectives resulting in larger worldwide market share and increased profitability.
- Must develop the market strategy for North America in cooperation with the General Manager of FZSoNick North America and Global Sales Director.
- Identify new target accounts in North America.
- Develop relationships with key power engineers, decision makers, buyers and contract managers.

PREFERRED KNOWLEDGE, SKILLS, AND ABILITIES

- Ability to communicate effectively across all levels of an organization internally and externally.
- Ability to work with cross-functional and cross-cultural teams.
- Experience selling in an environment with ROI and TCO focus.
- Travel is essential throughout North America. Flexibility to travel internationally when needed. Must be able to travel up to 70%.
- Ability to understand complex technical customer issues.
- Possess knowledge on the various aspects of each product segment (telecom, cable and industrial batteries) including relevant performance and testing procedures and standards requirements.

- Deep knowledge of customer segments and ability learn feature/benefits of FZSoNick battery product range to apply to customer needs.
- Understand and utilize strategic selling.
- Must be able to identify, develop and grow OEM accounts as well as maintain/develop relationships with key personnel.
- Technical background with knowledge of the industry.
- Working computer proficiency in Microsoft Programs (Excel, Word, Outlook, and PowerPoint) and ability to learn SAP
- Self-motivated, highly organized, and team oriented.
- Proven success in sales, prospecting and negotiating skills, and territory management
- Submit a monthly sales report for the target segments with major highlights, lowlights and activities. Advise on two week travel and customer visit plan to General Manager.
- Excellent interpersonal, organizational and communication skills.

MINIMUM EDUCATION, EXPERIENCE AND REQUIREMENTS:

- Bachelor degree in electrical or electronic engineering.
- Seven to ten years successful background in Battery or DC Power and outside sales and five years experience in telecom/industrial battery.
- Due to international travel, passport is required.



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