



SOUTHEAST REGIONAL SALES MANAGER

Department: Sales

Reports To: Vice President of Global Sales & New Product Development and Sales Operations & Project Manager

Position Summary: Responsible for providing day-to-day support to Regional Account Specialists (RASs), in addition to developing, and servicing new and existing business in governmental, educational, and private not-for profit research institutions in a professional, ethical, and persuasive manner in order to increase sales within an allotted region.

Essential Job Functions:

Provide day-to-day support to Regional Account Specialists (RASs) within allotted region; including advising on sales strategies, assisting with customer negotiations and complaint and issue resolution, addressing questions, and ensuring continued accountability to sales goals and standards of excellence.

Research, gather, and evaluate information on both the market and the needs, trends, and requirements of current and potential customers in order to determine scale of opportunity and sales strategy within a specific territory.

Identify, promote, and develop new business prospects within territory; including educating potential customers on our services through presentations, demonstrating our services through the use of free trials, and distributing sales and marketing materials.

Establish new institutional testing partnerships and negotiate terms and close sales on all new agreements; including documenting and arranging price, service delivery, and all related specifications.

Maintain and service existing customers within territory; including serving as a liaison between customer and company in order to address customer complaints, issues, inquires and negotiating and reviewing, updating, and changing sales agreements as needed.

Maintain and improve sales effectiveness by remaining current on technical and scientific information related to all offered products and services, by recommending and assisting in the development of new sales and marketing tools and strategies, and by remaining up-to-date on new and existing competitor services, pricing, and sales strategies.

Staff academic and national trade exhibitions, shows and marketing events and conferences.

Attend monthly sales management calls and yearly summit, when offered.

Attend bimonthly Sales Calls and annual International Sales Meeting.

Participate in sales training as established by Business Unit Leaders.

Essential Job Requirements:

EDUCATION:	Masters in Business Administration or Bachelor Degree in Business, Marketing, or related field of study preferred.
EXPERIENCE:	<ul style="list-style-type: none">•Must have 5 to 10 years experience in sales, including a minimum of 2 to 3 years of sales management experience.•Experience selling in Life Science field and laboratory setting preferred and highly beneficial.•Experience and working knowledge of selling lab services to larger governmental and educational research institutions highly beneficial.•Knowledge regarding the changing tides of research field highly beneficial.
REQUIRED SKILLS:	Must be proficient with Microsoft Office Suite.
ADDITIONAL SKILLS/QUALIFICATIONS:	<ul style="list-style-type: none">•Must have the ability to lead and direct others while remaining approachable and service-oriented.•Must possess strong interpersonal skills and have the ability to work cooperatively and collaboratively with all levels of employees, management, and third parties in order to ensure quality customer service.•Must possess outstanding communication (verbal and written), interpersonal, and customer service skills and have the ability to communicate effectively in a multi-ethnic and multi-cultural customer setting.•Must have the ability to proactively address issues in a quick, creative, and innovative manner.•Must be outgoing, flexible, adaptable, and energetic.•Must be analytical, be attentive to detail, and have the ability to prioritize and multi-task using strong time management and organizational skills.•Must demonstrate a strong work ethic including great personal drive, motivation, discipline, and initiative; including the ability to work both independently and as a part of a team.

ACKNOWLEDGEMENT

I have reviewed the job description and agree it accurately reflects my responsibilities for this position.

If I have any questions regarding the responsibilities or description of the job, I will discuss them with my supervisor.

Signature

Date