



5900 Parretta Drive • KANSAS CITY, MISSOURI • 64120
TELEPHONE: (816) 241-8500 • FAX: (816) 241-5713
WEBSITE: www.midlandradio.com • EMAIL: mail@midlandradio.com

Job Description Sales Manager

Department: Consumer Product Sales
Reports to: VP Sales & Marketing
Status: Exempt
Issued: October 16, 2014

Summary Description

Actively seek out and obtain new customers while growing the business with current customers resulting in increased sales revenues, market share and profitability. This will include, but not be limited to; relationship building, customer service, development and implementation of promotions, trade show and special events, monitoring customer and market activity and making recommendations for growth.

Primary Duties /Responsibilities

The Sales Manager is expected represent the company to the customer in the highest professional manner possible and to perform the following critical tasks, but not limit themselves to the items listed below.

1. Actively seek out and obtain new accounts through research of the market to identify target customers, their current product offerings, establish clear priorities and recommend the strategy necessary to obtain their business.
2. Grows existing customers by obtaining new orders and scheduling promotions to increase sales through their stores.
3. Plan and organize daily work schedule to call on retailers, distributors, catalogers, e-tailers and other customers relative to our business.
4. Manages independent sales representatives to best support and grow the business in their assigned territory. Insure they perform in the best interest of the company and achieve desired results. Make changes as necessary.
5. Attends trade shows, buying group events and other related functions to increase market and customer development.
6. Visits customers on a regular basis to maintain a strong relationship and inform them of new products and product transitions. Provides product training as necessary.
7. Keeps management informed by submitting activity and results reports.
8. Submits monthly sales forecast and works with management to insure good product availability.
9. Stays informed as to competitive product, and reports market trends and new technologies by evaluating results and competitive developments.
10. Resolves customer complaints by investigating problems; developing solutions, making recommendations to management.
11. Follow-up with both internal and external customers to insure all sales/marketing programs are properly communicated, implemented and fully supported in the most effective manner possible. This includes, but not limited to; account coding, communication of special pricing or programs, all customer routing (shipping) polices and procedures, and rebate programs.
12. Inform the accounting department of any changes to the customers pricing or programs as they occur.



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13. Perform an annual review of the account and revise as necessary to insure accuracy.
14. Provide business plans and sales forecasts as required.
15. Work with accounting as required to help settle any customer disputes.
16. Perform other duties as assigned from time to time.

Job Standards

Any combination of education and experience providing the required skill and knowledge in qualifying. Typical qualifications would be equivalent to:

- Education/Experience:
 - 4 year College Degree or equal experience.
 - Experience in consumer electronics sales and marketing with emphasis on two-way radio knowledge a plus.
- Skills:
 - Excellent customer management skills
 - Good oral and written communications
 - Proficient with the Microsoft Office Suite Software (Word, PowerPoint, Excel, Outlook)
 - Strong customer skills, ability to follow-up and follow through
- Knowledge:
 - Selling principals
 - Strong technical knowledge a plus
- Accountability:
 - Moderate supervisory skills
- Licenses:
 - None
- Special Requirements:
 - Extensive travel, Continental United States
- Working Conditions:
 - No unique or hazardous working conditions
- Safety Hazards:
 - None

Note: This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required. The employer has the right to revise this job description at any time. The job description is not to be construed as a contract for employment.