



## Job Description

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|----------------------------------------------------|-------------------------------------------------------------|
| <b>Job Title:</b> Sales Director / North America   | <b>Job Level:</b> Professional <b>Status:</b> Salary Exempt |
| <b>Reports To:</b> Vice President, Mobile Pipeline | <b>Department:</b> Dept 22, Mobile Pipeline                 |
| <b>Location:</b> North America / Lincoln           | <b>Revision Date:</b> April 2019                            |

### Job Summary:

The Sales Director, Americas is responsible for leading all sales related activities in the North America region. Primarily managing the sales team and generating profitable business that meets or exceeds sales targets. Responsibilities to include consolidating leads and opportunities, managing CRM data and reports, generating sales forecasts, assisting sales managers with complex contracts and negotiations, coordinating marketing activities and sales materials; assisting with region specific sales strategies, developing local partners and executing strategies.

### Duties and Responsibilities:

- Define and create sales forecasting utilizing proven forecasting methodologies to manage opportunities at various stages of the sales process
- Develop and manage approved sales budgets
- Collaborate and coordinate sales with inventory and production planning for proper execution
- Managing a diverse sales team – setting clear expectations, understanding resource needs, coordinating activities, and consolidating results
- Analyzing complex commercial agreements requiring sophisticated financial analysis, risk assessment, and overall impact to the business / assisting sales team with complex sales agreements
- Developing sales strategies for existing as well as developing markets – considering market conditions, customer needs, and the organizations value proposition
- Generating and delivering internal and external sales presentations
- Coordinating activities with marketing and business development to drive effective communication with new and existing customers
- Support on-time delivery of product, customer satisfaction surveys, and customer contact database
- Calculate costs and pricing for bids; assisting with quotes and proposals
- Help develop strategic plans to increase market share of existing products, and develop new markets for existing product or products that fit our core technology
- Generate new leads and cold call on new customers to build sales & strong relationships through customer satisfaction
- Collect competitive intelligence to maintain or gain leadership in markets
- Support, coordinate and attend trade shows and industry meetings
- Manage customer relations and communications, forecasting, as well as analyzing performance metrics
- Maintain and update customer database and customer call plan utilizing CRM System
- Drive sales of Hexagon products and services
- At times, manage customer relationships regarding warranty claims, disagreements, or other customer expectations

### Supervisor Responsibilities:

- Sales Team

*NOTE: This job description is not intended to be all-inclusive. Employees may perform other related duties as required to meet the ongoing needs of the organization.*



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### Knowledge, Skills and Abilities:

- Strong strategic selling principles
- Value Proposition / Total Cost of Ownership analysis
- Thorough understanding of CRM administration and process flow
- Solid Competitive Intelligence and Analysis aptitude
- Must have strong problem-solving skills and a desire to find creative technical and commercial solutions.
- Ability to generate and analyze sales related financial models involving ROC, NPV, depreciation, credit risk, etc.
- Ability to understand and quantify customer business and considerations to clearly understand value proposition being offered
- Ability to perform basis SWOT analysis related to specific sales opportunities
- Must have demonstrated and effective interpersonal, oral, and written communication skills with the ability to professionally interact with internal and external customers; respond to common inquiries or complaints from suppliers, customers, and regulatory agencies.
- Ability to establish and maintain rapport and effective communication with diverse levels within the company and external prospects, customers and other organizations.
- Prior experience working under tight deadlines with shifting priorities.
- Must have the ability to work in sensitive and confidential situations.
- Ability to define problems, collect data, establish facts and draw valid conclusions with the ability to deal with abstract and concrete variables.
- Strong ability to generate reliable reports regarding status, performance, and results
- Must have above average MS Office Skills
- Ability to lead, inspire, and support the sales team in a collaborative team environment
- Ability to make difficult decisions using sound judgement and risk mitigating strategies
- Ability to empathize with customers and employees in difficult situations while protecting the rights and welfare of the company

### Education & Qualifications:

- Bachelor's Degree in Sales, Marketing or other discipline
- Plus, 15 years of sales experience covering large territories; preferably in oil, gas or energy industries.
- Minimum of 5 year's in a Leadership, Manager or Supervisory capacity

### Physical Demand & Work Environment:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is frequently required to sit for long periods of time at a computer and use hands to finger, handle, or feel. The employee is moderately required to stand, walk, reach with hands and arms; stoop, kneel or crouch; talk and hear. The employee may occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.
- Travel approximately 75% of the time within the US and Internationally and have flexibility to adjust work hours and schedule to support internal and external customer needs.
- This position works primarily in an office setting but may work in the plant and field and therefore subject to wearing required PPE which may include: safety glasses, hard hat, ear protection, leather gloves, safety vest, & steel toed boots.

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