



JOB DESCRIPTION

JOB TITLE: Regional Sales Manager

REPORTS TO: VP Sales, 4RF USA, Inc.

LOCATION: Northeast/Mid-Atlantic. Home based with frequent travel

REMUNERATION: Market base + commission

COMPANY OVERVIEW:

4RF USA, Inc. is the US subsidiary of 4RF Limited – designer, manufacturer and supplier of high quality wireless radio products deployed in over 130 countries. Headquartered in New Zealand, 4RF's products are used principally by utilities, oil and gas companies, public safety organizations and transport operators for their mission critical communications. We have blue chip customers in all of these vertical markets examples of which include the PG&E, Chevron and Union Pacific.

With 80 staff 4RF is a dynamic company with a flat structure devoid of the politics of larger organizations. As one of the country's leading technology exporters 4RF enjoys significant support from New Zealand Government organizations. We win business based on our superior products, customer service and organizational agility. 4RF is backed by leading growth investor Fortissimo Capital (www.ffcapital.com).

JOB SUMMARY:

The Regional Sales Manager is responsible for developing new business in an allocated territory. You will have a strong desire to help 4RF USA succeed and grow the customer base and partner network. The Regional Sales Manager will be a key member of the US team.

ORGANIZATION STRUCTURE:

Reports to:	VP Sales, 4RF USA, Inc.
Peer Relationships	Sales Manager (Denver, CO); Sales Manager (Nashville, TN); Sales Manager (Vancouver, WA); Sales Manager (Houston, TX); Sales Manager (Kansas City, KS)
Other US Relationships:	Systems Engineer (Cotati, CA); 2x Systems Engineers (Rochester, NY) Sales Support Supervisor (Rochester, NY)
Management Interface:	CEO, COO, CTO, Group Financial Controller, Supply Chain Manager and Director of Marketing & Sales Operations

KEY RESPONSIBILITIES:

Key Responsibilities	Key accountabilities/expectations
Sales	<ul style="list-style-type: none"> • Develop large opportunities with key end users, and cooperate with global and local channels to complete the sale and implementation cycle • Prioritize, making sure your efforts are focused on the right opportunities that can help you meet your targets • Develop relationships with relevant consultants in the territory and large system integration companies to make sure that 4RF radios are specified for projects • Manage pre-sale and post-sales requirements in your territory with the Systems Engineering technical team • Work closely with colleagues to develop sales strategies and marketing programmes • Work with product management in order to make sure market needs are identified and handled at HQ level
New Customer Identification, Trial Execution and Conversion	<ul style="list-style-type: none"> • Identify opportunities with new customers in relevant market sectors • Locate customer pain points and set up trials of 4RF equipment • Ensure customers are adequately trained on 4RF products • Establish concrete trial evaluation criteria and timetables and get lab or field testing under way as soon as possible, assisting the customer in anyway needed • Regularly contact customer for progress reports to maximize conversion • Monitor multiple trials simultaneously while ensuring each customer's expectations are met • Confirm approved vendor process with procurement departments, leveraging 4RF Finance resources to help execute
Channel Acquisition	<ul style="list-style-type: none"> • Identify potential new channels in the territory for different market segments • Conduct sales / technical training and conference calls / webinars as required • Maintain frequent contact with channels • Ensure there are no key open issues that are not being addressed
Budgeting	<ul style="list-style-type: none"> • Provide high quality inputs into the annual and quarterly budgeting process • Understand and monitor expenditure to ensure budget is met
Pricing	<ul style="list-style-type: none"> • Develop regional pricing policies with assistance from VP Sales with input from others

Relationship Management	<ul style="list-style-type: none"> • Submit an accurate quarterly forecast of your sales orders and update the forecast on a weekly basis in the CRM • Report to the VP Sales on the sales performance in your region on a weekly base • Place all contacts, open opportunities and activities in the CRM • Ensure all the sales opportunities in the CRM are active and the status of each is correct • Report to the VP Sales on the sales performance in your region on a weekly basis and others as requested
Relationship Management	<ul style="list-style-type: none"> • Build solid partnerships with customers, channels, systems integrators and key strategic partners • Maintain strong relationships and credibility with the rest of the US team, management and with key staff at HQ

QUALIFICATIONS/EXPERIENCE:

Essential:

- Vast, recent and successful track record in sales and business development as well as channel management in the territory
- Able to leverage network of extensive contacts and relationships to generate new business
- Direct strong understanding of sales cycles and procurement processes associated with them for industrial radio products in vertical market sectors relevant to 4RF: oil & gas: government, utilities, security, transport, public safety
- In depth knowledge and understanding of SCADA and microwave radio communications products and of the specific telecoms requirements for utilities, oil & gas companies and public safety organizations
- Able to identify and quickly qualify business leads and establish and maintain relationships with key people in the industry
- Able to travel extensively as needed
- Excellent communication and presentation skills with colleagues, customers and partners
- Proven relationship management skills
- Strong organizational skills, able to work independently
- Fluency in English

Personal attributes:

- Persuasive, able to ensure colleagues follow up on priority tasks
- Excellent written and oral communications skills
- Ability to flexibly prioritise workload
- Performance under pressure
- Ownership of problems until resolved
- Attention to detail
- Self motivated and can work independently
- Ability to recognise when they need to ask for help
- Team player