



Intellihot

Regional Sales Manager - Southwest Job Description

The Regional Sales Manager – Southwest reports directly to the Vice President of Sales. He/she is responsible for consulting on the direction and management of all sales and business development operations, including market competitiveness, pricing, distribution and channel strategy. This position includes responsibility for advising on business and market development. The RSM will direct the company's achievement of its customer acquisition and revenue goals.

Key Responsibilities:

1. Identify, develop and maintain effective relationships with reps, regional wholesalers and regional branches of national wholesalers, mechanicals, engineers etc.
2. Establish key customer relationships, develop and implement strategies for expanding the company's customer base.
3. Drive sales in various regions through the regional sales network, directly manage and evaluate manufacturer sales representatives.
4. Carry out engineered sales activities related to tankless water heater, boilers, or similar devices in the HVAC field
5. Work with Reps or other professional and technical personnel at commercial and industrial establishments to support the Rep on sizing, selection, energy savings calculations, applications, and pricing.
6. Create piping diagrams, size products, system layouts, and other needs for customers
7. Up to 65% on the road traveling with different rep groups in different geographic locations to their customer sites and potential opportunities.
8. Introduce product to reps, wholesalers, engineers, contractors and others to familiarize them with the product operation, value proposition.
9. Develop support material that is required. That will include reviewing and editing all presentation materials (sell sheets, spec sheets, submittal sheets, website, power points, etc.) to ensure they are factual and accurate, and written to assist in performing this role.
10. Collect, analyze and utilize market intelligence (competitor activities, incentives, regulations, best practices etc.)
11. Complete accurate and detailed reports as required by company management to track and monitor progress using company's CRM systems such as salesforce.com
12. Coach, mentor and guide junior members of the sales staff

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