



## POSITION GUIDELINES

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Position:	<u>Aftermarket Regional Sales Specialist</u>
Reports To:	<u>Head of US Sales and Marketing &amp; Aftermarket Sales Director</u>
Department:	<u>Sales &amp; Marketing</u>

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### General Responsibilities/Purposes:

Sales and marketing activities comprise the majority of incumbent's efforts and are vital to the success of the position's responsibility. Activities will include coordination with Head of US Sales & Marketing, Aftermarket Sales Director, RD's and Project Management personnel to define price, negotiate and acquire all repair/spares/maintenance programs for existing customers as well as preparation of proposals, cost and price analysis, technical presentations, customer support, market research and tracking, coordination of exhibition & conference activities, development and preparation of promotional materials, and other in-office support of Aftermarket Sales Director and Regional Directors (RD's) when traveling.

Incumbent will be responsible for safeguarding competitive/business-sensitive information, including proprietary processes/drawings, product strategies/details and sales/profit plans and forecasts, particularly during travel and while interacting with customers and agents. Incumbent may be expected to provide application-engineering support, Program Management support or other duties/responsibilities not specifically listed in this position guideline. The incumbent can work remote, travel and be required to have a presence in the office a regular interval.

Estimated domestic and international travel: 60%

Specific Duties/Accountabilities	% of Time
Utilize available market data and inquiry analysis, identify/track potential sales opportunities and update sales pipeline data.	25
Work with Digital Marketing Specialist to develop marketing presentations and effectively present EMAS to potential customer airports, consultants, FAA, and overseas government agencies.	5
Prepare general marketing tools including brochures, films, and presentations. Coordinate and participate in trade exhibition and conference activities as required to promote product. – Reserve space, coordinate shipping of booth, register personnel, and coordinate schedules.	10
Collect airport data, utilize Runway Safe proprietary computer model and in coordination with Regional Sales Director's develop preliminary EMAS designs and technical proposals.	5

**Position Guidelines**

**Position: Aftermarket Regional Sales Specialist**

Utilize established cost, price templates and/or estimating techniques, develop financial proposals/quotations for services, repairs, and materials orders.	20
Establish and provide effective lines of communication with customers and agents during contract negotiation and execution to ensure complete customer satisfaction throughout life of project and following project completion (after sales customer support).	20
Participate in product development efforts both internally as required and externally in identifying product attributes required by customers.	5
Provide office support for Aftermarket Sales Director & Regional Directors when they are traveling.	5
Work to advance capabilities through participation in training, education, and in-house project teams (continuous improvement efforts)	5

**I. Education or Basic Knowledge Required**

Bachelor of Science in Engineering or Business curriculum is required. Master's degree a plus. Cross training or experience in the non-degree area is a plus.

**II. Experience Required**

**3-5 years** progressive experience including project engineering/management and/or technical marketing/sales. Exposure to international technical aviation products and marketing is highly desirable. Good computer skills particularly with Microsoft Word, Excel, PowerPoint, and other Office programs needed.

**III Complexity of Duties**

Very dynamic environment of direct communications with customers requiring independent and resourceful action to meet demands within the boundaries of general acceptable business guidelines and product capabilities. Extensive travel may be required; therefore, the ability to, exercise high degree of judgment and ability to make critical decisions sometimes without the benefit of management review is essential.

**IV Responsibility for Errors**

Errors in performance can result in lost contracts; unprofitable contracts, increased program costs and can adversely affect the profitability of the Division as well as the Division's reputation with its customer base.

**V Responsibility for Relationships with Others**

Working within a team environment, effectiveness in this position cannot be achieved except by positive and supportive inter-personal relationships with all company team members, and with our international representatives and customers. Cross training in various disciplines will demand an ongoing ability and desire to learn and improve to grow within the organization.

**Position Guidelines****Position: Aftermarket Regional Sales Specialist**

A high degree of cultural sensitivity and awareness of international events is always required.

**VI Type of Supervision**

While the primary purpose of this position is to provide support for company activities under supervision of others, the level of direct supervision will with the activity. It is expected that an increasing level of autonomy will be achieved as experience demonstrates capabilities and results.

**VII Extent of Supervision**

No direct reports initially.

**VIII AAAE Certified Member Accreditation**

Must be able to acquire AAAE Certified Member (CM) accreditation within the first nine months of obtaining the position.