



Job Title: Regional Sales Manager

Reports to: Vice President of Sales

Job Objective:

This position is responsible for promoting the value proposition, products and services of Electro-Sensors, Inc. and is responsible for all sales activity necessary to achieve aggressive sales goals for a designated region. Products are sold directly to end users and through sales channel partners including manufacturer's representatives, distributors and systems integrators. This position can be based remotely or at the corporate headquarters in Minnetonka, MN.

Responsibilities:

- Knowledgeable with Electro-Sensors' products, services and capabilities.
- Develop and implement regional strategic selling plans to achieve aggressive sales growth.
- Prepare and present regional updates to Vice President of Sales including status of opportunities, forecast, key account activities, marketing campaigns and other relevant topics.
- Create strategic target account list, develop, implement and drive plans for penetration and growth.
- Timely opportunity updates using Salesforce CRM.
- Understand industry and competitors' products, services and capabilities.
- Develop and cultivate effective relationships with key contacts throughout industry
- Identify and work regional trade shows and associations.
- Work with customer service and inside sales team in a leadership role.
- Assure complete customer satisfaction both internal and external.

Sales Channel Management

- Develop and communicate overall strategy to manufacture representatives and distribution partners to ensure effective sales coverage and growth.
- Monitor, evaluate and motivate sales channel partners.
- Participate with channel partners on joint sales calls with strategic customers.
- Conduct training for sales channel partners.

Other Responsibilities

- Use of Syteline ERP/MRP software for sales needs.
- Work with Engineering, technical support and production.
- Sets examples for sales staff in areas of personal character, commitment, organizational and selling skills, and work habits building motivation and selling skills.
- Adheres to all company policies, procedures and business ethics codes.



Job Requirements:

Required

- Bachelor's degree with a minimum of 10 years' experience in sales or relative work experience.
- Must have the ability to understand technical concepts and to successfully communicate them.
- Ability to interact well with all levels of customer functions up to C-level executives.
- Strong negotiation, interpersonal and customer service skills.
- Excellent written and verbal communication and presentation skills.
- Strong organizational skills, ability to set priorities and meet deadlines.
- Effective use of S.M.A.R.T goals.

Highly Desirable

- Experience with grain handling processes such as a grain storage or port loadout facility
- Understanding of MNOSHA CPL 2-1.4A Inspection of Grain Handling Facilities, 29 CFR 1910.272
- Work experience with and knowledge of hazard monitoring sensor technologies, products, applications and associated industries.
- Bachelor's degree in engineering or other technical discipline.
- Formal sales training such as that from Miller Heiman or Wilson Learning.

Travel Required

- Must possess a valid Driver's License with a safe driving record.
- Valid US passport preferred.
- Transportation Worker Identification Credential (TWIC) card preferred.
- Ability to work a flexible schedule including some weekends.
- Must be able to travel regularly at least 50% of the time.

Physical/Environmental Requirements

- Ability to climb to heights of 150 feet
- Workplace may include office, warehouse and production environments at customer sites which may include hazardous environments, heavy machinery, exposure to the elements.
- Ability to lift and move large, heavy objects such as sales demonstration equipment.

About Electro-Sensors, Inc.

Electro-Sensors, Inc. is an industry leading designer and manufacturer with over 50 years' experience supplying rugged and reliable machine monitoring sensors and hazard monitoring systems applied across multiple industries and applications. These products improve processes by protecting people, safeguarding systems, reducing downtime, prevent waste, increase efficiency and are reliable. Most products have an industry-leading 5-year warranty. Electro-Sensors is proud to be an ISO9001:2015 quality certified company and is committed to providing excellent customer service and technical support. Founded in 1968 and located in Minnetonka, MN. NASDAQ (Symbol: ELSE)

Electro-Sensors, Inc.

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