



JOB DESCRIPTION

JOB TITLE: Regional Sales Manager
DEPARTMENT: Sales & Marketing
REPORTS TO: Director Sales & Marketing
LOCATION: Midwest & Northeast USA

SUMMARY

Modernfold, the premium manufacturer of manual and automated walls, is looking for an experienced Regional Sales Manager. The Modernfold Regional Sales Manager is a critical position that maintains and grows revenue from assigned regional distributors and reports directly to the Director of Sales & Marketing. Success in this position is accomplished by developing and implementing strategic business plans and sales strategies throughout the assigned territory. Proactive implementation of these business plans is critical for Modernfold to continue to take market share and continue record sales growth. This position has primary USA geographic responsibilities within North America but may be asked to support other business locations.

Primary Geographic Responsibilities

- Drive the market (architects, designers, general contractors, distributors and end-users) towards premium product offerings
- Formulate strategies utilizing distributor data, market trends, sales targets, forecasts, market share, sales volume, pricing programs, competitive activity to achieve extraordinary sales results
- Develop existing regional distribution to enhance sales growth via consultative management techniques
- Identify new distribution options to ensure Modernfold is aligned with the best distributor in every market
- Create and foster strong relationships at all levels of the sales cycle (Distributors, General Contractor, Architect & End User)

- Facilitate the promotion of projects outside the territory under the control of key influential Architectural & Design firms
- Quickly develop and maintain expertise with the full line of Modernfold products
- Provide technical assistance in conjunction with engineering to develop custom solutions and product applications
- Strong communication skillset that allow for clear precise messaging, class room style product training, consultative management and conflict resolution
- Active participation in related industry/education associations, working groups and trade shows
- Actively participate in ongoing cross-functional process improvement initiatives when needed
- Proactive interaction with sales and marketing management / product management to stay abreast of current information and clearly define customer needs
- Oversee and follow up on pertinent communications to customers using product announcements, programs, presentations, etc.
- Manage the Modernfold brand to ensure a premium presence and effective sustainable competitive positioning
- Manage within assigned expense budget
- Travel safely, efficiently and effectively
- Perform additional responsibilities as requested

Minimum Requirements

- Bachelor's degree in marketing, business administration or related field, master's degree preferred, equivalent level of experience considered
- 5-8 years of successful management, contract or capital goods selling experience, preferably with distribution, major, national and/or government accounts
- Advanced selling skills e.g. qualify prospects, lead generation, new business development, account penetration, strategic selling, conceptual selling, issue-

based selling, consultative selling, negotiation and contracts (closing) to uncover, understand and meet the needs of customers as well as understand and effectively navigate Modernfold sales cycle.

- Must have strong organizational and problem-solving skills as well as demonstrated proficiency in the ability to collaborate/negotiate with architects, distributors, general contractors and end-users
- Must be an assertive, self-starter with the self-confidence and ability to represent Modernfold in a professional manner, taking initiative to effectively manage own activities to deliver results with little/no supervision and working with/through others to successfully win business
- Must be able to work in a fast-paced, changing environment, at all levels of the organization (e.g., 'political savvy') and able to build long term relationships with customers/partners (particularly at senior decision-making levels within an organization)
- Excellent verbal, written and interpersonal communication ability with strong emphasis on listening, presenting and facilitating
- Demonstrated high personal performance standards, the desire and ability to continuously learn and must be results-oriented (i.e., holding oneself accountable for results)
- Demonstrated high level of integrity, business ethics and leadership skills
- Must be financially literate and possess business acumen-astute in understanding financial implications of decision-making regarding discount management
- Expertise within a distributor environment with sales planning capabilities- provide leadership to distributors in pursuing customer relationships
- Ability to effectively use office automation/communication software/tools used in the Modernfold office environment
- Must be able to perform all essential job functions with/without accommodation
- Willingness to travel extensively throughout assigned geography as well as nationwide when needed, building awareness about Modernfold space solutions as well as prospecting/coordinating sales/marketing activities with Modernfold distributor personnel/leadership
- Some knowledge of Modernfold products, services and culture is desirable, as well as the ability to distinguish Modernfold products/services from the competition

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential responsibility satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be necessary to enable individuals with disabilities to perform the essential functions.

IT SKILLS

Computer literate in all Microsoft applications. Experience implementing and leading a process-based approach to selling. Ability to utilize CRM such as Salesforce.

LEADERSHIP SKILLS

Ability to communicate and provide constructive feedback in a positive nature at all levels of the organization regarding performance and objectives. Ability to lead, mentor and delegate by providing employees with clear direction. Ability to take direction from Senior Management and display a positive "can-do" attitude, strong work ethic and utilizing strong problem-solving skills. Strong organizational and management skills. Demonstrated ability to meet and exceed sales expectations.

LANGUAGE SKILLS

Ability to read, analyze and interpret common technical journals, financial reports and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability effectively present information to senior management, public groups, and distributors to speak effectively with customers, employees, fellow team members, and management. Professional writing, presentation and negotiation skills.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

CERTIFICATES, LICENSES, REGISTRATIONS: None required for this position.

PHYSICAL DEMANDS

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 regularly required to use hands to finger, handle or feel; reach with hands and arms, talk or hear. The employee is frequently is required to sit. The employee is occasionally required to stand; walk; climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, depth perception, and ability to adjust and focus.

WORK ENVIRONMENT

Home office located in the territory. Proximity to a major airport. Will be required to overnight travel between 60% and 70% the time