



**POSITION TITLE: Regional Sales Manager**

The Regional Sales Manager leads the company's aggressive sales growth of sanitary sensors, instrumentation, and application-specific systems to end users in the upper mid-western states of the U.S. within the Dairy, Food/Beverage, and Bio-Pharm Industries. He/She will have geographic sales responsibilities for Wisconsin, Minnesota, Northern Iowa, North Dakota, and South Dakota. He/She will also have product specific field specialist responsibilities that include a supportive role for the rest of North American Sales Team. Extensive travel throughout the territory will be required. The ideal location for this position will be in Wausau, Wisconsin.

Reports to: Director of Sales

**KEY RESPONSIBILITIES**

1. Performs all sales activities (including but not limited to channel management, customer site sales calls, telephone calls, as well as trade, product, and customer seminars) necessary within assigned geographic territory that result in AIC sales growth of 15%+ per year.
2. Annually submits and implements a detailed action plan identifying: sales objectives, opportunities, key existing and target customers, and key regional shows to be attended.
3. Develops and maintains sales opportunities pipeline sufficient to capture annual top line growth target.
4. Utilizes AIC Customer Relationship Management software (Salesforce.com) as the primary tool to manage day-to-day sales activities.

Extensive travel throughout territory will be required.

**CANDIDATE ATTRIBUTE/SKILL/EXPERIENCE:**

- Education—BS in Engineering/Business Management preferred
- Work experience—5+ years sanitary (Dairy, Food & Beverage, Biotech, Pharmaceutical) process instrumentation or comparable industry experience
- Direct (OEMs, A&Es) and indirect (distributors, reps, systems integrators) channel management
- Proven ability to drive sales growth and deliver results through process-oriented data-driven continuous improvement tools and methods (sales funnel process, CRM utilization, value selling, etc.)
- Interpersonal, communication, and negotiation skills

**OTHER:**

This is a highly visible position within the number one sanitary instrumentation company in the market. It is an opportunity to join a high performance culture and peer group with exposure to Fortune 500 "world class" management systems.

