

Job Description

Position Title: Director of Sales
Reports to: Vice President and General Manager
Status: Exempt

Position Summary:

Reporting directly to the VP/ General Manager, this position has total responsibility for sales, marketing, inside sales and customer service functions. Develop and implement the company's sales strategies for growth and programs. Manage sales activities to develop and grow Sunrise's business and establish strong long-term relationships with the existing and emerging Sales Representatives and Distributors. Create, execute, and control comprehensive short and long-term Strategic Plans and Goals to develop and grow the business identifying and developing Key Accounts within all sales channels in North America and the selected international countries. Analyzes territory and sales rep's/distributor sales trends and performance to budgets. Responsible for total account management and customer advocacy within and through the Sunrise organization to achieve objectives and opportunities. Targets, prioritizes, penetrates, and qualifies prospective customers including championing the qualification of the appropriate Sunrise products within these prospects. Through active Marketing Plans, maps new business opportunities at qualified accounts across all Sunrise product lines and sales channels. Creates sales and marketing strategies to capture new business at preferred profitability levels. Conform and develop a Channel Specific Sales Force, directing and working with his/her staff to coordinate and resource the strategic sales efforts through the partners' sales personnel. Provides support for the implementation, management and periodic review of non-disclosure, confidentiality, pricing, and other commercial agreements. Works directly with the appropriate company's internal functions, including Engineering, Operations, and Finance, to facilitate new business development. Where appropriate, works to gain corporate technical approvals for the use of Sunrise products by specification.

Essential Functions / Responsibilities:

- Manage the company's portfolio of products to nationwide public power utility customers, OEM's and electrical distributors through an established independent sales representative workforce and international customers.
- Manage all aspects of Sales (national and international), Marketing, Inside Sales and Customer Service.
- Manages national and international field sales operations for the products, services and personnel.
- Establishes territories, sales expenses and budgets consistent with the organization's objectives.
- Develops and maintains appropriate channels of sales including the periodic evaluation, growth review and approval of distributors and independent sales representative companies.
- Aggressively develop and implement product line growth strategy with supporting systems and processes to collect and document needed marketing information.

- Manage all Business Development activities to capture market share, attain business growth, and expand the company's footprint.
- Develop and present for approval a five-year strategic sales and marketing plan. Once approved, and in November of each year, present the annual Strategic Sales Plan for the following year, execute and present progress quarterly.
- Develops sales and marketing growth objectives, strategies, advertising, digital marketing, media avenues and promotional pieces.
- Develop and submit for approval an annual sales and marketing budget for execution.
- Monitor and report on actual bookings to forecast and set proactive product line strategies by major market segments to achieve business growth and meet the goals set.
- Manage the customer contract pricing process to maximize sales and profitability in accordance with internal pricing policy and corporate approval limits.
- Where needed, be the primary interface with major customers and key accounts.
- Insure customer account coverage and satisfaction through best practice development, implementation and management of company resources.
- Make recommendations to management regarding opportunities to optimize sales, penetrate market, and achieve growth.
- Monitor sales activity, competitor activity and overall market conditions.
- Ensure management is informed on key issues.
- Position requires 50%+ national and international travel to maintain contact with key accounts.
- Participation of the sales resources in the cost reduction program.
- Active involvement with market data, evaluation and submission of Engineering Project Request (EPR) for product development.
- Assume other activities and responsibilities as directed.

COMPLEXITY OF DUTIES:

- Develop and drive sales and marketing programs and support sales opportunities to ensure sustainable and profitable growth.
- Foster and maintain a "Safety First" work environment within the sales and marketing organization.
- Analyze difficult sales and business situations and identify best path forward.
- Handle complex business, sales and management issues.
- Possess the ability to generate confidence, work with people, resolve issues, take directions and be customer focused.
- Deliver input and feedback to management regarding opportunities, issues and programs.
- Develop the ability to analyze the financial considerations associated with the strategic account programs.
- Position requires 50%+ domestic and international travel to maintain contact with key customers.

Knowledge, Skills & Experiences:

- This position requires a level of knowledge that is usually associated with Bachelor's degree in Engineering. Formal studies in Marketing are desirable. MBA preferred.
- A minimum of five years of technical hands-on experience and ten years sales and marketing experience in a management role with both direct sales forces as well as manufacturer's representatives.
- Achievement orientated.
- Exceptional verbal and written communication skills.
- Strong organizational skills.



- Strong prospecting, account nurturing and sales skills required.
- Candidates should be proficient at MS Office programs such as Word, Excel, and PowerPoint.
- Must be proficient in ERP/MRP and CRM Sales processes.

Training and Requirements:

General Safety

Physical Requirements:

Required to sit for extended periods of time.

Required to travel away from home frequently and sometimes for extended periods of time.

Work Environment:

- Combination of Office Manufacturing and overall Industrial environments
- Regular exposure to noise, varying temperatures
- National and International Travel required 50%+