
POSITION: New Product Sales Specialist

LOCATION: Remote US

CLASSIFICATION: Exempt

REPORTS TO: Vice President of Sales

POSITION DESCRIPTION

The New Product Sales Specialist builds relationships with current and new customers by directing and supporting collaborative sales efforts to grow one or more assigned net-new product lines. The New Product Sales Specialist closes on qualified opportunities, through the direct sales channel and other predetermined market channels outside Somero's core customer base. The objective is to successfully promote, demonstrate and sell net-new product(s) focusing on net-new market channels. The objectives are accomplished by making the most out of Somero's training, business and sales practices and methodology. The main purpose of this position is to capture new markets for net-new products. The New Product Sales Specialist will effectively work with other departments within Somero to maintain a satisfied customer.

PRINCIPAL ACCOUNTABILITIES

- Cultivate client relationships and generate net-new business for Somero equipment
- Coordinate and execute all product related sales activity in the defined sales territory
- Utilize the Somero 10 step selling approach when presenting Somero products
- Establish territory and time management methods to successfully accomplish territory objectives
- Orchestrate and execute successful demonstrations using the Somero demo process
- Work with the sales administration department to properly develop customer proposals
- Cultivate and nurture relationships with owners, operators and dealers to facilitate information flow
- Maintain customer records and sales forecasts in Goldmine Customer Relationship Management (CRM) system per company requirements
- Work collaboratively with customer support representatives, dealers and Vice President of Sales to maximize Somero representation
- Maintain and tow a demo trailer and equipment within territory
- Develop and execute direct marketing activities in territory
- Attend trade shows and company sales meetings as required by the Vice President of Sales
- Submit accurate and timely reports per requirements
- Maintain and turn in timely, accurate and reasonable expense reports
- Communicate any needed information to affected departmental manager
- Plan and execute travel with ongoing consideration for operating within a pre-established budget

ATTRIBUTES

- Excellent verbal, written and presentation skills
- Self-motivated individual who can work with or without direct supervision
- Outwardly straight forward individual
- Must be a good communicator, able to conduct effective training sessions and interface with business owners
- Must be able to understand technical and non-technical documents relating to operating, maintaining and repairing the equipment
- Ability to identify and resolve problems and handle multiple tasks
- Highly organized with strong administrative skills
- Be able to take direction and learn from mentoring opportunities
- Work as a team player by presenting and communicating benchmark methods



- Ability to solve problems using existing systems and processes with effective analytical skills
- Professional with ability to be a strong leader
- Capable of identifying and developing processes and process improvements
- Maintain a positive attitude in high-pressure situations
- Data analysis and data management
- Ability to effectively deal with people at different organizational levels both inside and outside the company

EDUCATION/EXPERIENCE

- 3-5 Years direct sales experience required
- Capital equipment sales experience required
- 2-4 Years construction industry experience and/or equivalent required
- Excellent computer skills required
- Must possess a valid driver's license
- Must have knowledge/experience towing a small, enclosed trailer and ability to obtain DOT certification

WORKING CONDITIONS

- Extensive travel 80%-98%
- Ability to work extended hours as business needs dictate
- Ability to work safely in a construction site and adhere to all company and DOT safety guidelines
- Timely, accurate completion of all DOT required reporting

JOB DESCRIPTION ACKNOWLEDGEMENT: I have received, reviewed and discussed any questions I may have had about this job description prior to signing this form.

PRINTED NAME: _____

SIGNATURE: _____

DATE: _____