JOB DESCRIPTION

TITLE: REGIONAL SALES MANAGER

REPORTS TO: DIRECTOR OF SALES AND MARKETING

PRIMARY FUNCTION:
Responsible to manage and grow sales in our East Coast Region. Manage Distributors to achieve sales goals and objectives. Project a professional company image at all times.

80% of time	Grow sales and meet sales goals through providing excellent support of current Distributors via sales calls, and product training
	Present and sell company products and services to current Distributors and Hospitals
	Provide customers with product and service information
	Identify and follow up on new Distributor Sales leads
	Develop sales strategies for growth and support Distributors with team sales calls, cold calling and assistance with closing sales
	Assure distributors are promoting PDI products and are able to handle objections from end users
10% of time	Respond to customer service calls or transfer calls to appropriate staff
	Identify, research and resolve customer issues using the computer system
	Follow-up on customer inquiries not immediately resolved
	Develop and maintain current product knowledge
	Prepare a variety of reports, including sales activity, follow-up and adherence to objectives
10% of time	Participate in marketing events such as trade shows, seminars and events
	Recommend process improvements and participate in daily huddles
	Receive and provide on-the-job training for self and new employees
	Other duties as assigned

KNOWLEDGE AND EXPERIENCE
- College Degree
- 5 - 8 years outside Sales experience required
- Good computer and phone skills, including Microsoft Office, Internet and e-mail required
- Ability to form a good working relationship with distributors and customers
- Experience with group and sales presentations
- Excellent and effective oral and written communication skills
- 50% Travel is required

MANAGEMENT RESPONSIBILITIES
Work closely with Marketing Manager