

POSITION TITLE

Sales Account Manager

POSITION SUMMARY

The Sales Account Manager is a position with a broad range of duties, including identification of new customers, customer acquisition; proposal and contract management, customer / account management and development, sales planning and forecasting. North America is the focus market for now, but sales opportunities and geographical responsibilities may include International locations as business develops.

The Sales Account Manager will work closely with Head of Sales and Marketing along with Engineering and Product Management during the sales and account management process. This person is expected to lead/guide the specific sales engineering efforts. The Sales Account Manager must be prepared over time to build a Sales and Sales Engineering Team as required and it will depend upon the specific area of responsibility defined, e.g., Geographic, Market Segment, or Strategic Accounts focused. This position reports to the Head of Sales and Marketing.

DUTIES/RESPONSIBILITIES

- Due to the size of the team, and the unique start-up environment, the Sales Account Manager must be prepared to operate as a hands-on contributor. This means identifying and doing what is required in sales and cross-functional tactical support wherever necessary, and support/drive longer term sales and organizational planning and strategic efforts.
- Actively identify/profile target customers, find inroads to potential customers and create opportunities for sales presentations & proposals.
- Manage the customer through the complete sales process, including the delivery stage.
- Work with Sales Management to create longer term sales and marketing plans, identify and explore new business/product opportunities and manage tactical sales execution.
- Provide periodic updates and reports on sales activities, market, product, and customer trends.
- Work closely with product management and explore new opportunities and then report customer needs and requirements.

- The work will require a near daily interaction with product management, sales engineering and development, this individual must;
 - Utilize technical resources as appropriate to secure sales and/or NRE based development projects,
 - Manage the business relationship within the customer projects,
 - Create/manage all pre/post sales activities, in collaboration with engineering and executive management.
- Create/manage short term and long term sales forecasts for each business/market segment.
- Set up and/or utilize and manage existing sales channels, e.g., Manufacturer's Representatives, Integrators, and Distributors.

EDUCATION/EXPERIENCE DESIRED

- Bachelor degree in Business, Engineering or equivalent. MBA is a plus.
- Minimum 5 years of sales, business development or account management experience.
- Minimum 3 years of experience in system sales/technical sales. Specific experience preferred in one or more of the following market segments/technologies: POS/POI, Kiosks, Medical Equipment, Appliances, Industrial/Factory Automation.
- Experience in the Display and/or Touch Screen related industries is a plus.

OTHER REQUIREMENTS

- Ideally, this position is located in RTP, NC.
- Proficient in the use of common Microsoft office tools such as Word, Excel, PowerPoint as well as CRM, and Forecasting systems.
- Significant (~50%) Domestic and some International travel will be required.