

North American Sales Manager - Industrial Systems

Responsible for the development of industrial x-ray system sales through the management and motivation of a team of regionally based Sales Engineers to meet or exceed bookings plan for all regions.

Job Description:

- Overall responsibility for management of all Sales Regions within North America.
- Provide direction, leadership, and guidance to the direct sales team.
- Achievement of the annual booking plan on a quarterly basis
- Develop and successfully execute a strategic regional growth plan accompanied by penetration strategies
- Identify, qualify, and close new business opportunities with new and existing customers
- Develop and maintain a real time sales forecast and sales funnel
- Provide technical presentations and/or hands-on demonstrations for current and new customers at their location, our location or at tradeshow.
- Assist in development of broad and targeted marketing plans
- Maintain current and accurate database of all customer contact information, potential contacts, and new business contacts.
- Work with Engineering to provide the customer with the ideal solution to meet their needs.
- Travel to customer and potential customer sites within Region, and potentially elsewhere, as well as to company locations worldwide: up to 50%.

Essential Skills:

- B.S. in a related scientific area of study
- Minimum of five (5) years of relevant Technical Capital Equipment sales experience with at least three (3) years of sales management experience.
- 1-3 years of experience selling both high value products and systems solutions into industrial manufacturing environments
- Direct knowledge of North American customer base
- Demonstrated history of successful sales management and quota achievement
- Superior presentation skills to all types of audiences
- Organizational and time management skills, problem solving and knowledge of

basic accounting and financial concepts

- Ability to operate independently with minimal guidance by management
- Superior written and verbal communication and documentation skills
- Prior experience using a CRM system
- Proficient in Microsoft Office Suite of Tools

Non-Essential Skills:

- Degree in Engineering or other technical discipline preferred
- International sales experience a plus
- Experience in Non-Destructive Testing in aerospace, oil/gas/pipe/weld, military or automotive industry is preferred
- MS AX CRM system experience