



POSITION DESCRIPTION

Title: Regional Sales Manager
Reports to: Sales Manager
Reports: This position currently has no direct reports
Incumbent: This is a new position

SCOPE:

Broadly, the Regional Sales Manager will:

1. Identify, develop and grow customer accounts in the designated region.
2. Work with other Loma functional groups to ensure that any customer issues are addressed and that Loma receives accurate communication of customer needs or issues and prompt payment.

Most suitable candidates will come with a proven regional sales management background in the food processing or packaging industry having worked with capital equipment of a technical nature.

ESSENTIAL DUTIES AND CORE RESPONSIBILITIES include the following.

- Loma Regional Sales Managers are generally expected to spend their time:
 - Actively seeking and developing new opportunities through cold calling, email, trade-shows, trade associations, etc.
 - Identifying key accounts in the region and developing action plans to gain Loma exposure and penetration into those businesses.
 - Visiting, and otherwise maintaining contact with, customers and prospective customers to ensure accurate understanding of their 'needs' and 'wants' to preferably standard Loma offerings.
 - General account development, managing activities and converting all opportunities to closure.
 - Maintaining customer accounts in Loma's CRM system to accurately show customer status, activity and forecasting; other routine reporting functions as required.
- Additionally, they are expected:
 - To become expert in the application and fundamentals of operation of Loma products, including demonstrating confidence in the use of PC based simulation of those products.
 - To execute consultative sales activities to customers with focus on Loma's added value differentiators of legacy, company, performance, durability, features and options.
 - To gather competitive information when available and communicate this to Loma's management for consolidation and distribution as appropriate; likewise actively seek Loma customer referrals, testimonials and leads for other plants or customers or sales regions.
 - To demonstrate proficiency in 'hands-on' specification of mechanical systems and instrumentation, including measuring, basic of conveyors including understanding of belt speed relationships, product handling and familiarity with US and metric measurement systems and conversions between them.
 - To conduct the necessary reading and research on an ongoing basis to obtain and maintain a working knowledge of the industries and key accounts that Loma sells into, including their current state and critical issues.
 - To operate in an independent manner.
 - To conduct Loma business professionally, with a well groomed and articulate presence and with most efficient use of Loma's resources, both financial and personnel.
 - To participate in trade shows as an attendee and/or hosting Loma's presence, including set-up and tear-down activities.
 - To, annually, participate in the planning process to develop realistic and achievable growth goals for the region for Loma products and services; thereafter, to take ownership in delivering those same goals and other agreed objectives – throughout the year remaining cognizant of prospecting, quoting and bookings levels demonstrating proactive response to adverse trends.

LOMA SYSTEMS

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- To be proficient in use of a PC in a mobile environment, including excellent work knowledge of Microsoft Word, PowerPoint and Excel as well as leading CRM and Email applications.
- To enthusiastically and pro-actively participate in Loma 'toolbox' initiatives and to aggressively apply them, the 80/20 principles in particular, to the region.
- To travel on occasion outside of region to Trade Shows or to Loma's other facilities, particularly in Carol Stream, IL, for product training, meetings and other purposes as such needs arise.
- To participate in other sales activities as directed.

EDUCATION:

Bachelor's degree or equivalent, qualifying experience in Sales, Marketing, Market development, Account Management or similar discipline.

EXPERIENCE:

- Prior experience in the on-line inspection system industry and/or the broader food packaging equipment industry is generally considered to be an asset.
- Strong communications, analytical and computer skills are a requirement.
- Successful customer-facing experience in sales (and, ideally, marketing) situations is a requirement.
- Minimum 5 years industrial capital sales and/or marketing experience will be looked on favorably.

LANGUAGE SKILLS:

Ability To read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Strong communications, analytical and computer skills are a requirement. Ability to speak effectively before groups of customers or employees of an organization.

MATHEMATICAL SKILLS:

Ability to calculate figures and amount such as discounts, commissions, and percentages,

REASONING ABILITY

Ability to define problems, collect and performs analysis of data, establish facts, and draw valid conclusions.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel and talk or hear. The employee is required to stand, sit, walk, stoop, kneel, crouch, crawl, climb, and drive. This position requires visits to factories where climbing ladders & mezzanines, walking catwalks & slippery surfaces, crawling under & stepping over obstacles. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus. This position requires considerable regional travel, mainly by automobile and overnight stays in hotels/motels.

WORK ENVIRONMENT

While performing the duties of this job, the employee is temporarily exposed to fumes or airborne particles, moderate cold, heat, dry, wet and humid environments. The noise level in the work environment is usually moderate.

OTHER SKILLS

- Projects a positive attitude with customers and co-workers
- Possesses perseverance to continue after being rejected
- Time management and organizational skills.
- Ability to multitask.

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