

# HARPER INTERNATIONAL

## POSITION DESCRIPTION

The Position Description is the tool used by Harper International to communicate and clarify the essential job functions, establish the basis for performance expectations, and identify training needs for each position.

### **Part I - Reporting Structure**

**Job Title:** Sales Manager

**Department:** Sales & Marketing

**Date of last revision:** 2020

**Status:** Exempt

**Reports To:** VP Sales & Marketing

**Completed By:** VP Sales & Marketing

### **Part II – Position Objective**

1. A Sales Manager is responsible for business growth and sales leadership in positioning company solutions at customers within the assigned product, geographic, and/or market segment.
2. This position establishes and manages the appropriate channel of sale and relationships with the customers and end-users in the assigned segment.
3. The incumbent is responsible for maintaining established business within the segment and for identifying new market segment opportunities.
4. Conduct initial screening and evaluation of the potential business case and pursues course of action to secure the opportunity.
5. This role will service all customers within the assigned segment and focus on building and maintaining customer relationships through direct sales activity.
6. Maintain highest level of knowledge possible of Company products, applications, services and policies

### **Part III – Job Responsibilities**

1. Sales growth consistent with the Company's annual operational and strategic plans.
2. Become the knowledge source for key market influencers involved in the design, development, and production/commercial-scale processing of materials related to the assigned business segment.
3. Implement sales strategy to pursue and win business.
4. Continually refine & update technical knowledge base in order to understand customer's technical requirements and applicability to Harper business.
5. Develop and maintain a thorough understanding of core competencies and applicable technologies in order to "sell capabilities".
6. Develop and maintain a business/order bookings forecast for the assigned segment.
7. Acquire an aptitude for identifying decision makers & transcending gate keepers.
8. Assist with & oversee tender management in order to design a compelling solution that meets the customer's needs while minimizing the overall risk.
9. Maintain customer data and interactions in CRM system in order to facilitate data driven business intelligence.
10. Work closely with Applications, Technology, Engineering, and Manufacturing to guide the organization to achieve target sales objectives.
11. Perform hands-on global sales activities from the generation of leads to development of sales proposals and contracts through to the closing of the sale.

12. Effectively utilize commission-based agents to generate leads and effectively close business deals.
13. Develop & deliver technical sales presentations that align Harper capabilities with customer needs.
14. Assess market competition and communicate relevant information as needed.
15. Determine the optimum mode of operation, in terms of territory, new business, and product lines.
16. Position requires approximately 30% travel (both domestic & international)

#### **IV – Knowledge, Skills, Education**

1. 7-10 years' experience in the thermal processing industry or with capital equipment sales
2. Engineering degree (preferred disciplines: Chemical, Ceramic, or Materials Engineering)
3. Industry knowledge and/or experience in Thermal/Material Processing for Advanced Materials extremely desirable. Examples: Technical ceramics, Metal Powders, Aerospace Coatings, Nuclear Materials, and/or Battery materials.
4. Engineering experience with complex, custom design & build processing systems extremely desirable.
5. Experience with CRM Systems (Microsoft Dynamics) is a plus.
6. Candidate must be outgoing & possess a strong propensity for value selling
7. International travel and/or study abroad experience ideal

#### **VI - Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to walk. The employee is frequently required to sit, use hands, reach with hands and arms, talk and hear. The employee is occasionally required to stand.