



Manufacturer of  
  
and  
  
Power Products

## **Position Specification**

# **Regional Sales Manager (West)**

**SLPE**



## POSITION SPECIFICATION

**POSITION:** Regional Sales Manager - West  
**COMPANY:** SL Power Electronics Corp [SLPE]  
**LOCATION:** Ventura, CA or Remote  
**REPORTING RELATIONSHIP:** Sr. Director Sales

## MAJOR FUNCTION:

The Regional Sales Manager is responsible for managing and growing the SL Power industrial & AV/LED sales in the assigned territory. Key annual success measures in the role are:

- Increase funnel activity, value & win rate.
- Drive wallet expansion in existing accounts under management.
- Add new customers.
- Win with New Products
- Help promote SL Power as the No. 1 power solution provider in the market.

## ESSENTIAL FUNCTIONS:

- Lead SLPE's growth in industrial and AV/LED segments in the western half of US/Canada.
- Account ownership of SLPEs industrial/AV/LED accounts within the assigned territory.
- Identify wallet share growth opportunities within existing accounts.
- Manage SLPE's independent sales representatives in the assigned territories.
  - Assist in the execution of sales activities with Sales Reps & Distribution partners.
  - Provide strategic guidance to sales reps and help grow industrial, AV/LED business.
- Create and maintain an accurate pipeline in CRM tool (SFDC).
- Update Account activities within SFDC (CRM) on a regular basis
- Partner with the marketing team to identify and define growth subsegments within the industrial & AV/LED segments.
- Leverage field application engineers (FAEs) to provide technical guidance to target accounts.
- Assist leadership in formulating a strategic growth plan for the assigned territory/reps/segments.
- Provide monthly/quarterly sales & order forecast to sales director.
- Participate in commercial activities such as tradeshow, technical conferences, technology exchange days with existing/potential accounts within the assigned territory.
- Provide necessary account support during order expedites, RMA's and contract negotiations.
- Perform other sales tasks as needed.



## **EDUCATION AND EXPERIENCE:**

- 4-year college degree / technical degree preferred.
- Experience selling to OEM, industrial, AV/LED customers required.
- Experience managing independent sales reps preferred
- Experience with Salesforce.com or equivalent CRM.

## **SKILLS AND ABILITIES:**

- High level of self-motivation and self-initiative.
- High Level of Organizational & communication skills
- Highly collaborative; thrives in a team office environment.
- Ability to work remote without day-to-day supervision.
- Solid critical thinking and problem-solving skills.
- Effective communicator with understand of solution base selling approach.
- Proficient with MS Office products and Salesforce.com
- Looking for a positive, can-do attitude, plus a proven team leading experience with ability to coach individuals to improve sales, commercial and overall skills.