

## CONFIDENTIAL

Job Description  
F-HR-005 rev A



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### Sales Manager

FLSA: Exempt  
Revision Date: 01/02/2019

Department: Sales and Marketing  
Reports To: Business Manager

#### Job Summary:

The Sales Manager will be a primary domestic and international customer contact and relationship builder. This position is the primary growth driver of SilcoTek's sales by providing vision, support, and execution of business development and marketing goals. Exemplifies SilcoTek's sales philosophy of "prospect for gold, follow up until sold, and loves them until old." Managing Sales Team and Sales Direction of SilcoTek Corporation.

#### Essential Duties:

1. Responds to requests for quotes and initiates customer contact programs to develop customer relationship and secure orders.
2. Driving a follow-up program to include quotes, evaluation order, complaints (ZDAR's) and coupon requests.
3. Support, execution and maintenance of graduated system of support for transactional accounts. Examples are specific job sheets for transactional customers, implementing supply chain benefits such as part sourcing or Kan-Ban.
4. Developing sales programs to reduce sales cycle of customers from evaluation phase to transactional.
5. Voice of Customer system development and implementation. Monthly follow-up of all custom coating services, monthly report of data.
6. Connecting R&D with customer's technical team and overseeing joint development projects to with customers.
7. Visit domestic and international customers on a regular basis to provide additional follow up and support. Provide support to large transactional accounts through scheduled periodic visits and monitoring sales activities
8. Development of sales materials. Maintain and update CRM databases as required.
9. Administer sales programs as assigned and perform essential duties as required for the successful operation of these programs. Generate and develop sales reports for assigned accounts according to schedule developed.
10. Support trade shows and assist with trade show preparation. Prepare trade show data and follow up on customer leads
11. Educating and training distributors, technical support personnel and customers.
12. Share Voice of Customer with Research to identify new products and application opportunities market and competitor activity
13. Share Voice of customer and field data with marketing to aid with cost and price strategies.



14. Communicate with departments to solve problems, delegate work and follow up on project progress to assure SilcoTek delivers Plus1 customer support.
15. Attend and participate as needed in departmental and team meetings

**Additional Responsibilities:**

1. Perform other duties as assigned.

**Qualifications:**

Education/Experience:

- Bachelor's degree in marketing, communications, business administration or other related discipline; or 5 years job experience in customer support
- Ability to learn the technology behind SilcoTek's products and communicate how our technology benefits customer's needs

Knowledge/Skills/Abilities:

- Competent computer skills, including e-mail, spreadsheets, word processing and presentation software
- Exceptional written and oral communication skills, including ability to make presentations
- Ability to work well with others in a team environment
- Marketing, sales or customer service background.
- Exceptional organizational skills with attention to detail.
- Ability to travel both domestically and internationally for up to 12 weeks annually.