

HESTAN COMMERCIAL CORPORATION JOB DESCRIPTION

Job Title: Sales Manager

Department: Sales

Reports to: VP of Sales

Status: Exempt

Job Summary:

This position encompasses a range of general responsibilities and functions across the entire business operation, mainly due to the nature of a new start up business. The main focuses are, but not limited to, Sales. It is expected that the job responsibilities will evolve, change, and expand as the business grows.

Sales:

- ◆ Communication and coordination of entire sales distribution channels: including manufacturer reps, dealers, distributors, design consultants, chefs, restaurant operators, installers, and customers
- ◆ Respond to sales leads, inquiries, and requests
- ◆ Interpret and help in defining customers' needs, project details, and specifications from initial sales leads
- ◆ Interpret and study sketches, descriptions, drawings, notes, pictures, and other documents to define project and requirement
- ◆ Define product specifications, configurations, and technical requirement, including gas, structural, water, electrical, heating, and schedule
- ◆ Working with the Inside Sales team and engineers to produce quotation drawings and supporting documents based on requirements from the customers and local codes
- ◆ Apply and negotiate discounts and other agreements, with input from general manager, VP of sales, VP of engineering, and manufacturer reps
- ◆ Manage, monitor, and report on quotation activities
- ◆ Manage, confirm, and monitor incoming orders
- ◆ Manage special / preferred dealer programs
- ◆ Help generate new leads and orders from existing customer base
- ◆ Establish strong relationships with reps, dealers, design consultants, and key customers to help generating new business

Marketing and Advertising

- ◆ Participate in all new product development projects by providing input based on knowledge gained working with consultants, chefs, customers, and servicers
- ◆ Participating in content creation and management of product spec sheets, brochures, price books, website, social media pages, etc.
- ◆ Participate in new product pricing, pricing adjustments for existing products, custom product pricing, and custom upgrades / options
- ◆ Support coordination of national, local tradeshow, and other promotional events
- ◆ Participate in development of annual sales and marketing plans
- ◆ Assist in managing and coordinating product training sessions with rep groups, consultants, and dealers.

Qualifications:

- ◆ Minimum of 5 years of working experience in sales & marketing required
- ◆ Minimum of 5 years of appliance industry experience required (residential or commercial). Manufacturer side preferred
- ◆ Minimum 2 years of experience in commercial/residential appliance repair, either as a technician, trainer, or technical advisor
- ◆ Minimum of 2 years of management experience required.
- ◆ Minimum of 2 years of new product development experience (NPI, NPD) preferred.
- ◆ Minimum of 1 years of customer service experience preferred
- ◆ Experience in using AutoQuote preferred
- ◆ Proficiency in standard office software: MS Word, MS Excel, and MS Power Point
- ◆ New business start up experience preferred
- ◆ Excellent verbal and written communication skills.
- ◆ 2-year associate degree in preferred. 4-year bachelor degree a plus.
- ◆ MBA degree or other business related degree a plus.