

About the Company

ABC Corporation ("ABC") is a leading provider of vinyl-to-metal laminates. The company is located in California, and has approximately 30 employees. Sales are currently running at \$5M per year.

ABC manufactures a full range of custom laminates by applying decorative and functional films and fabrics to flat sheets of Steel, Aluminum, ABS, Fiberglass, Polystyrene, PVC, Autoboard and a variety of Honeycomb materials. "Part fabrication" is performed "after lamination." Our "Pre-finished materials" are classified into three categories: ABC Laminates; Marine Laminates; and Avdec™ Damping Material. All products are designed to customer specifications.

Position Summary

The Senior Sales Representative (SSR) position is a newly created position, reporting to the General Manager. The SSR will work closely with the two inside sales/customer service reps and have primary responsibility for driving revenue. The SSR must be passionate about the products and function as a product evangelist.

Because of the technical nature of the company's products, the SSR will need to rely on technical/engineering knowledge and expertise in order to be successful in this role. In essence, the SSR is "an engineer with a personality."

The company is small and growing, and the SSR may have the opportunity to become the head of sales if interested and successful in this role.

Key Deliverables

The key deliverable is to assume responsibility for increasing revenue by 20% year one and 10% year over year after that, as well as maintaining an average gross profit margin of 35% overall. To achieve this, these sub-deliverables must be met:

1. In the first two weeks, work in different positions within the company to understand the company's history, each role, ABC's product offerings, how products are made, and which employees are the best performers. Work with purchasing to understand raw material costs.
2. Within one month, travel with the Sales Director to meet customers and tour their facilities. Start with the 20% of customers that are responsible for 80% of sales.
 - a. Learn about the customers' companies and products, as well as the ABC products that each one currently uses.

Sample Success Profile
(Outside) Senior Sales Rep with Engineering Expertise

- b. Learn how to call on customers' engineers, designers, GMs, and owners (in addition to purchasing) to qualify ABC products.
 - c. Within three weeks, learn how to quickly quote pricing on products and develop a single Excel spreadsheet for that purpose.
3. By the end of the year, increase revenue by \$100K per month by identifying and closing new customers with annual revenue broken down as follows:
 - a. 20 customers > \$25K/year
 - b. 10 customers > \$50K/year
 - c. 5 customers > \$100K/year
4. Within 45 days, develop and implement a weekly sales call report, including forecasting and pipeline stages.
5. Within 60 days, create and implement a strategy for what industries and territories will be targeted and how to penetrate them. Work with the Controller and General Manager to develop a call budget to support the plan.
6. During the first year, identify seven new markets and penetrate two growth industries with multiple clients and revenue of \$200K per year in first year revenue.
7. During the first year, attend 5 tradeshows to support revenue and expansion goals.

Preferred Attributes

- Ability to self-manage to set and achieve sales goals.
- Experience selling and quoting products in a technical job shop environment where all products are made to customer specification.
- Experience working in an ISO environment.
- An engineering degree, preferably mechanical engineering.
- A love for the product and the ability to act as a product evangelist.

Travel

Travel will be 25-50% as needed to call on customers and attend trade shows. Travel may include, but is not limited to: Pacific Northwest; Bay area; Denver; Winnipeg; North Carolina; South Carolina; and Tennessee.

Compensation

This position pays a base salary of \$60K-75K, plus commission. The total target compensation for this position is \$100-125K per year. In addition, the company offers generous benefits.

SAMPLE