

## JOB SEARCH / CAREER SEARCH SUMMARY

*One of the top Cathodic Protection Companies in the World is looking for Regional Sales Manager for the West Coast / Western Region of the United States, covering California, Nevada, Arizona, Oregon, Washington, Idaho, Utah (CA, NV, AZ, OR, WA, ID, UT) and surrounding areas.*

## POSITION NAME

*Regional Sales Manager*

## CLIENT COMPANY NAME

*Confidential until Interview is scheduled*

## ABOUT THIS COMPANY

### **Who is this company?**

*One of the top cathodic protection companies in the world*

### **Type of Industry this company is in?**

*Cathodic Protection*

### **Age of company and how large?**

- \$200 Million+ organization*
- 30+ years in business*

### **Competitive advantages, value proposition and differentiators of this company?**

- One of the most recognized companies in cathodic protection*
- Great reputation and quality of service*

### **Growth of company?**

*Average growth of 15% annually*

## COMPENSATION PACKAGE

### **Base salary?**

*\$125,000 to \$150,000 (125k to \$150k)*

## **Bonus potential and / or Equity?**

*25%+ Bonus potential*

*No Equity to start*

## **SPECIFICS OF THIS POSITION**

### **Key responsibilities and objectives for ideal candidate?**

- *Develop regional sales forecast, budget by product category, account and new business.*
- *Establish and attain regional sales goals.*
- *Identify market potential; establish a plan to penetrate those markets.*
- *Develop new customers; identify, track and qualify projects.*
- *Recruit, train, develop and manage regional field and inside sales staff.*
- *Identify new markets, seek out and establish accounts.*
- *Conduct regional meetings with sales personnel ensuring knowledge of corrosion control products and services.*
- *Maintain effective budgetary controls of sales expenses.*
- *Increase sales volume through direct sales efforts and by assisting sales representatives in the field.*
- *Coordinate product and service pricing and logistics with district office management teams.*
- *Assist in the development and implementation of the company's ongoing marketing effort.*
- *Increase market according to annual business plan.*
- *Collaborate with other sales managers in developing and implementing innovative new marketing techniques.*
- *Train sales force to cross sell allied products and services.*
- *Work with Hot Market Champions to develop markets within regional sales area.*
- *Call on key clients in region.*
- *Make point sales calls on clients in the region with field sales personnel.*
- *Maintain favorable customer relations.*
- *Establish and manage a team sales approach between the field and inside sales personnel.*
- *Coordinate with other sales efforts with appropriate sales and management personnel on project opportunities outside the local region.*
- *Attend trade shows and related conventions as needed to promote company products and services.*
- *Remain informed of competitive developments and enhance knowledge of marketing techniques.*
- *Contribute in developing effective sales incentive programs.*
- *Any other duties as assigned.*

### **Key criteria and prerequisites this individual must possess?**

- *Minimum of 10 years management experience and 10 years of industry experience in the energy and/or municipal markets; corrosion control / cathodic experience or pipeline/refinery business development background strongly preferred.*

- *Direct sales experience with an emphasis on major accounts. Must have or develop an extensive knowledge of Company products and services.*
- *Must be a team player.*
- *Excellent oral and written communication skills and customer service skills are a must. Ability to work with all levels of management both internally and externally.*
- *Must have successful sales management experience and the ability to recruit, develop and lead an effective and productive sales team.*
- *Language Skills: Ability to read, analyze, and interpret business periodicals, professional journals, technical procedures, or governmental regulations; draft reports, business correspondence, and procedure manuals; effectively present information to individuals or groups (management, clients, customers, general public) and respond to questions.*
- *Mathematical Skills: Ability to perform arithmetic calculations and apply basic statistical, algebraic and geometric concepts such as discounts, interest, commissions, proportions, percentages, area, circumference, volumes, etc.*
- *Reasoning Skills: Ability to solve practical problems and deal with a variety of concrete variables in situations where limited standardization exists and interpret various instructions in written, oral, diagram, or schedule form.*
- *Leadership Skills: Position requires individual to have strong interpersonal skills with ability to motivate and empower, to be a strong communicator able to take initiative and function independently. Must be capable of making people management decisions and comfortable in a management position.*
- *Personal Attributes: Will be relied on to lead Company into new markets and maintain existing business.*
- *Computer-Based: Ability to work with complex spreadsheets, databases, and presentation software. Ability to learn new applications quickly. Microsoft Office skills (Excel, Word, Power Point) required.*

**Educational criteria and prerequisites?**

- *Bachelor's Degree in Business required.*

**Other possible Industries ideal candidate could come from?**

*Engineering Consulting Firm  
Construction  
Pipeline Operations  
Oil and Gas*

**Other possible job titles ideal candidate might have now?**

*Regional Sales manager  
Sales Manager  
Sales Director  
Senior Sales Director  
VP of Sales  
Vice President of Sales*

### **Upward growth opportunity for ideal candidate?**

- *Upward mobility within parent company*
- *Opportunities with sister company subsidiaries*
- *Advancement to VP of Sales*

### **Location of this position?**

*Western Region of the United States covering:*

California - CA

Nevada - NV

Arizona - AZ

Oregon - OR

Washington - WA

Idaho - ID

Utah - UT

## **INTERVIEW / HIRING PROCESS**

- *1<sup>st</sup> interview by phone*
- *2<sup>nd</sup> interview face to face with VP of Sales*
- *Final interview with HR and Senior VP*

# TO DISCUSS THIS POSITION CONFIDENTIALLY

## NEXT STEPS...

*If you do not have a “current” resume, not to worry. Our priority is finding the ideal person.*

*If this is you, or possibly someone you might know and respect, and may be a good fit for this key position, please contact us today confidentially.*

*Even if you are currently working at another company, and want to learn more about this position, all inquiries will be treated with the strictest in confidentiality.*

## CONTACT

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