

## Field Sales Manager – Western USA

**Reports to: Field Sales Manager – North and South America**

### **Job Purpose**

Manage and develop CoolLED's network of Distributors and microscope manufacturers in order to achieve the Company's Sales targets. This will include product demonstrations to Distributors and End Users, attending exhibitions, sales meetings and webinars.

Key Interfaces: Distributor network, End Users, Marketing, Technical Support, Customer Services, Manufacturing & R&D.

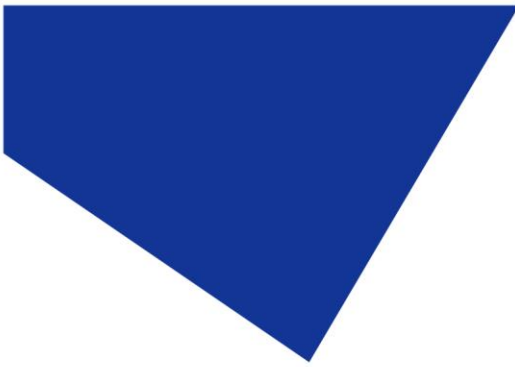
### **Key Tasks**

- Develop & cultivate US distributors to ensure coverage in the allocated territory
- Establish effective business relationships with executive decision-makers in key and prospective accounts
- Prepare sales action plans & schedule sales activity; to promote new products and find new customers
- Monitor competitors, market conditions and product development
- Forecast annual, quarterly and monthly sales revenue

### **Key Skills**

- Understanding / background in Life Sciences or Engineering
- Knowledge of Fluorescence Microscopy would be a benefit
- Experience of Commercial Sales process
- Good communicator and persuader
- Proven technical Sales ability
- Good presentation skills
- PC literate (MS Office, CRM etc.)

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### Key Attributes

- Market and customer focus
- Willingness to travel within territory up to 60% and for some international travel
- Dynamic, Enthusiastic and Progressive
- Fit into a small company culture
- Good relationship builder
- High Integrity
- Potential for growth within company

### Territory

- Western USA States (24)
  - Alaska AK
  - Arizona AZ
  - Arkansas AR
  - California CA
  - Colorado CO
  - Hawaii HI
  - Idaho ID
  - Iowa IA
  - Kansas KS
  - Louisiana LA
  - Minnesota MN
  - Missouri MO
  - Montana MT
  - Nebraska NE
  - Nevada NV
  - New Mexico NM
  - North Dakota ND
  - Oklahoma OK
  - Oregon OR
  - South Dakota SD
  - Texas TX
  - Utah UT
  - Washington WA
  - Wyoming WY

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