



## **Director of Sales North America – Western Region**

Department: Sales & Marketing

### **SUMMARY**

The Director of North American Sales - Western Region will be accountable for selling extended run back-up power fuel cell systems to customers in the telecommunications, utility, rail and industrial markets. The position requires the conversion of current technical relationships into buying customers and new business development activities within these industries. Calling on senior-level management in engineering, operations, business development and finance, the Director of Sales will work very closely with cross-functional groups within IdaTech (Engineering, Marketing, Operations, and Finance) to ensure customer expectations are met.

In 2010, the Director of North American Sales - Western Region will be accountable for selling extended run back-up power fuel cell systems in the western regions of the United States and Canada. The position requires the ability to work autonomously and to excel in a multi-cultural/multi-lingual environment. A disciplined focus on making the daily prospecting calls needed to achieve the sales goal, the ability to handle rejection and manage complex/long selling cycles is critical to success. Building rapport and trust over the telephone and in person is necessary.

### **Key Activities**

- Develop a written sales plan to support the performance goal and meet quarterly with management to review progress
- Prospect and generate leads through:
  - Cold calling into targeted accounts
  - Referrals obtained from customers and previous business relationships
- Identify and attend association meetings and events on a local and national basis in order to present IdaTech's capabilities, obtain leads and keep up with industry and current events.
- Schedule & conduct meetings with prospects to qualify/disqualify and present company solutions
- Schedule and conduct face-to-face meetings with prospects and customers (engineering, operations and/or finance departments) in order to identify/qualify opportunities and to manage the customer relationship:
- Communicate customer requirements and industry trends with the sales and marketing, technical and management teams.
- Communicate on a technical level with engineers and other company professionals, establishing credibility with customers through your knowledge of fuel cell systems and ability to solve application specific problems
- Administrative duties, including:
  - Manage activities, update customer/prospect status and opportunity pipeline using the IdaTech CRM database
  - ISO activities as required



## **KNOWLEDGE AND SKILL REQUIREMENTS**

- Minimum 7 years in sales and business development role, leading personnel and managing equipment sales channel.
- Preferred industry background: Telecom equipment, Industrial battery systems, Uninterruptible Power supply Fuel cell, or similar technical equipment (small genset, large batteries) product experience.
- Established relationships within the targeted industries.
- Demonstrated track record of landing and growing key customers and partners.
- Excellent analysis and problem solving skills
- Deep understanding and track record of technical and life cycle sales.
- Strong written and verbal / presentation communication skills.
- Self starter with demonstrated background in growing from individual contributor, to team leader / manager roles.
- Ability to rapidly assimilate new technology.
- Proven time management, listening, human relations, and organization skills
- Ability to manage collaboratively within a small company framework.
- General computer usage, experience with Microsoft Word, CRM databases
- Fluent in English
- Upon hire, must meet requirement of a negative alcohol/drug screen.

## **WORKING CONDITIONS**

- Work is normally performed in a typical interior/office environment, laboratories, manufacturing and or field environments.
- Travel up to 60% of the time.